"The Operators' Choice"

PLAY METER Magazine

AUGUST
VOLUME 24, No. 9 • 1998
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY

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News BULLETIN

TEMPORARY INJUNCTION DENIED IN TEXAS

The temporary injunction that the Amusement and Music Operators of Texas (AMOT) filed July 14, 1998 in the face of unfair redemption law enforcement was denied. Texas operators have been operating 8-line games under a law approved by the Texas legislature only to have an attorney general's opinion come out earlier this year ruling that 8-liners are illegal despite the protection for regulated, bona fide amusement redemption. The result: the Department of Public Safety has seized machines and shut down many operations with this equipment. Operators have responded by seeking relief under temporary restraining orders and a temporary injunction. (See this month's "Coinman" for an interview with Texas operator Lisa Hicks.)

Although the facts presented at the hearing for the temporary injunction strongly supported AMOT's legal claims, the court failed to grant relief based on a narrow standing issue, and therefore, declined to give AMOT any relief. Left pending was whether the judge will grant relief to redemption machine operators under a challenge that a Texas Alcohol Beverage Control Commission (TABC) memo constitutes a prohibited rule that has been illegally adopted. The judge requested additional briefing on this rulemaking issue and indicated he would issue a ruling by July 24. Stay tuned for more on this issue.

ASSOCIATIONS TRAVEL TO CAPITOL HILL FOR CONFERENCE

Representatives from industry associations AMOA (Don Hesch), IAFEC (Frank Seninsky), and AAMA (Bob Fay) traveled to Capitol Hill July 22 with other industry members for a private meeting with Sen. Joe Lieberman and Sen. Herb Kohl on violent video game content, followed by a press conference. Scheduled to attend from the manufacturing community were Rachel Davies of Midway, Frank Cosentino of Namco, Mike Rudowicz of Konami and president of AAMA, Al Stone of Sega, and AAMA counsel Eliot Portnoy. Look for more details next month.

C.E.S. DEBUTS CLASSICS FOR THE GALAXY SYSTEM

Creative Electronics and Software (C.E.S.) of South Elgin, Ill., has faithfully recreated coin-op classic games *Pac-Man* and *Ms. Pac-Man* for its Galaxy Games. The purchase of a Galaxy Games cocktail table system comes with a free expansion cartridge. Operators can choose either Vol. 2 or Cardmania as part of the initial purchase. The Vol. 2 cartridge contains *Pac-Man, Ms. Pac-Man,* Solar Solitaire, Power Pairs, Seek the Peaks, Pharaoh's Tomb, and Have a Cow. The Cardmania cartridge includes 21 Thunder, 21 Thunder Plus, Prism Poker, Prism Poker Plus, Magic Blackjack, Solar Solitaire, Power Pairs, Seek the Peaks, Pharaoh's Tomb, and Have a Cow. For more information, call (847)695-0023; fax (847)695-0483.

AMOA GEARS UP FOR EXPO IN MUSIC CITY USA

AMOA International Expo '98 is headed for Music City USA (Nashville, Tenn.) Sept. 17-19 for its 50th anniversary. Special events include 1) a 50th Birthday Party and Incoming President's Reception Sept. 17 at the Opryland Hotel that will include a reception, awards program, and entertainment, and 2) A Night at the Grand Ole Opry Sept. 18 that affords a reception and time at the Grand Ole Opry Museum and Grand Ole Opry.

In addition, Randy Fromm of Randy Fromm's Arcade School, exclusive technical writer for *Play Meter,* will conduct The Technician's Fun House Seminar Program Sept. 17-19. Sessions will cover pinball troubleshooting, understanding new monitor designs, using sophisticated test equipment, monitor circuit walkthroughs, an open technician's forum, and much more. Fromm and guest technicians will participate.

Eleven educational seminars will also be offered, including PC Games and Networking, Pool and Dart Leagues, and Video Content and the Parental Advisory. Also on tap: Amusement Redemption with Tom Fricke, "The Legal Eagle" columnist for *Play Meter*, and Tax Secrets of the Wealthy with Irv Blackman, "Tax Tips" columnist for *Play Meter*. For more information, call (312)245-1021 or (800)YES-AMOA.

C.T.W.H. AND STRICOR MOVE TO NEW FACILITIES

☛ California and Tennessee Wire Harness (C.T.W.H.) has moved from its site in Rancho Cordova, Calif., to a larger, more modern facility to better serve the wire harness needs of the coin-op and vending industries. The new address is 2017 Opportunity Drive, #4, Roseville, CA 95661. The toll-free number remains the same, (800)405-2894; the new office number is (916)772-8640.

☛ Stricor Inc., manufacturer of full-motion interactive simulators, has expanded and moved from its offices in Norcross, Ga., to a bigger facility in the same city. The new address: 1775 Corporate Drive, Suite 140, Norcross, GA 30093; phone (770-923-3689; fax (770)923-8014. The Web site is the same (http://www.stricor.com).

NEW ATTRACTIONS COME TO NEW HAMPSHIRE AND TEXAS

☛ Ascension Productions' Lazer Runner laser tag system has been installed at Antics Grill and Games in Manchester, N.H. The facility has a full-service restaurant and bar, video games, simulators, virtual reality attractions, soft modular play area, and redemption games. Laser tag is expected to increase party revenues both from children and corporate groups.

☛ Entertainment Technologies & Entertainment has unveiled Hero's, a new family entertainment center in Arlington, Texas. The center features the BattleTech attraction as its centerpiece, a multi-player interactive set of cockpits where up to eight players can compete in sophisticated 3D simulations.

LAZER-TRON RELEASES PRIZE ZONE VIDEO TAPE

Lazer-Tron has just released an educational 14-minute video tape about its street redemption/merchandising game *Prize Zone.* Free tapes are available to any operator who calls Lazer-Tron, or may be viewed at any Lazer-Tron distributor. It can also be requested at the company's Web site (http://www.lazertron.com) or through e-mail (sales@lazertron.com). Lazer-Tron advises that a new game pack will be introduced at the AMOA International Expo '98 next month; it will feature several hot new games including a skill-stop, baseball game, word game, and more exciting new features.

In addition, Lazer-Tron reports that its Prize Fulfillment System (PFS) is now in use in many locations and happy winners are winning such prizes as TVs and VCRs. There is no cost for operators to sign up for the PFS program, also no phone lines or other modifications required; simply call (925)460-0873 to request PFS sign-up sheets. Upon registering the game, players can save up their prize bucks and mail them to Lazer-Tron to receive the large prizes.

CONEY ISLAND EMPORIUM RECEIVES THEA AWARD

Coney Island Emporium, the 32,000-square-foot entertainment center located within the New York, New York Hotel & Casino in Las Vegas, Nev., will receive the Themed Entertainment Association's 1998 Award for Outstanding Achievement in the category of Family Entertainment Centers. The award will be presented Sept. 12 at the Beverly Hills Hotel during the 1998 THEA Awards Gala. Coney Island Emporium was created by Amusement Consultants Ltd. and is operated by Smiles Amusement Co. LLC.

BRENNER RETIRES FROM NANCO AFTER 61 YEARS

Rose Brenner, who helped co-found Nancy Sales Co. (NANCO) with her late husband Leo in 1937, recently retired at the age of 91. Family members, employees, and close friends gathered at the Pier 4 restaurant to honor Rose and celebrate her lifelong dedication to the business and her part in the success of the well-known supplier of stuffed toys, novelties, souvenirs, and giftware for the amusement and tourist industries. Current second and third generation management attribute the firm's solid reputation to the sound business practices and customer service standards that were part of Rose's and Leo's business philosophy. Congratulations, Rose!

OCMA SCHEDULES MANAGEMENT SEMINAR

The Ohio Coin Machine Association (OCMA) has planned a top-notch four-part management seminar titled, "New Ways to Increase Your Bottom Line," during its annual state show and convention in Columbus Aug. 13-14. This management session will include "Ways to Expand Your Business" with AMOA president Don Hesch; "A Profit Center for the Coin Machine Operator" with Dwight Wrangham of Dakota Gaming Supply; "Ohio Law" with Tom Hooper of the Ohio Department of Commerce-Divison of Liquor Control; "Technology-Downloading Music and Video Games;" and "Tobacco Marketing to Permit Establishments." For more information, call (614)888-9772.

OVERSEAS UPDATE

☛ Executives from Amusement Trades Expo International have undertaken a tour of exhibitions in four countries and five destinations that includes the Johannesburg-based Gaming for Africa Show, the TILE in Strasbourg, World Gaming Congress in Las Vegas, IAAPA in Dallas, and IMA Frankfurt, Germany. ATE chief executive Peter Rusbridge said, "At four of the exhibitions we're taking our own stand (booth) space. Not only is it an important method of promoting ATEI/ICE and London parks and attractions across the world, but it also means that we're experiencing trade shows as an exhibitor as opposed to our professional role as exhibit organizers. It is important to understand and actually experience the stresses and strains which go with being an exhibitor."

☛ Signifi.gVR opened its new interactive Micro-Odyssey attraction in Quebec City at Les Galeries de la Capitale, a popular shopping mall with an indoor theme park. The park offers 15 main rides, an IMAX Theater, 12 cinemas, and 250 stores and services. Micro-Odyssey takes players on an adventure that involves cloning, the creation of 3D avatars, and a mission to collect evidence on a mad scientist's experiments. The simulator occupies 600 square feet of space and packs a lot of action in a small space. ▲

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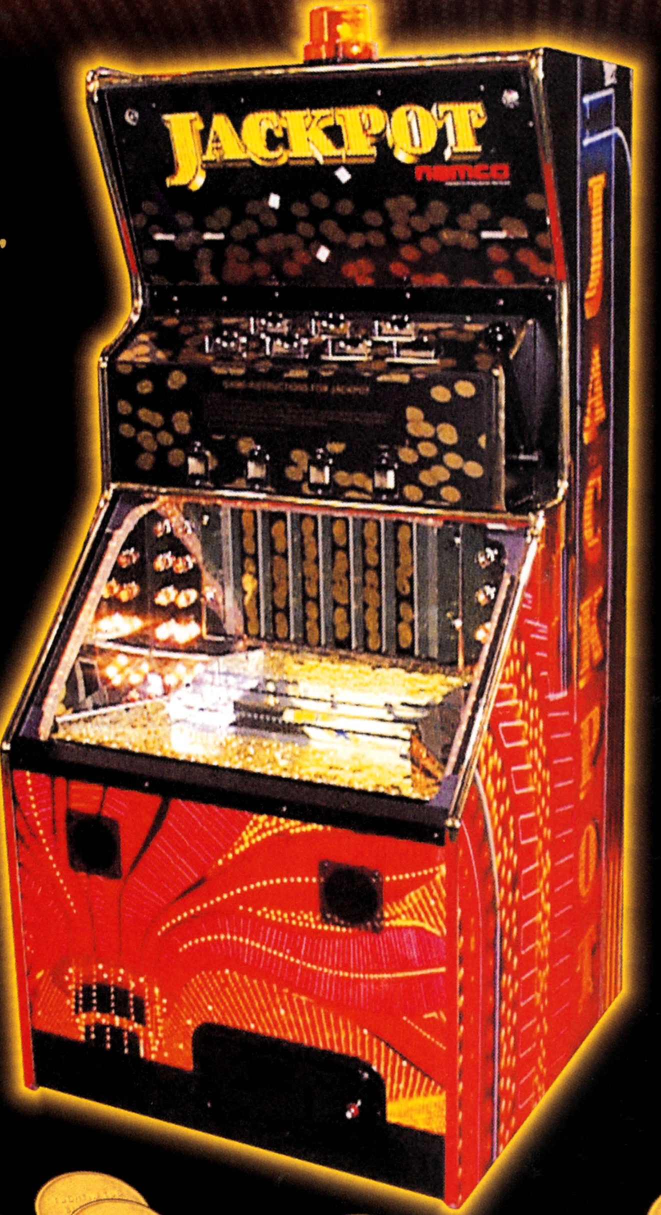

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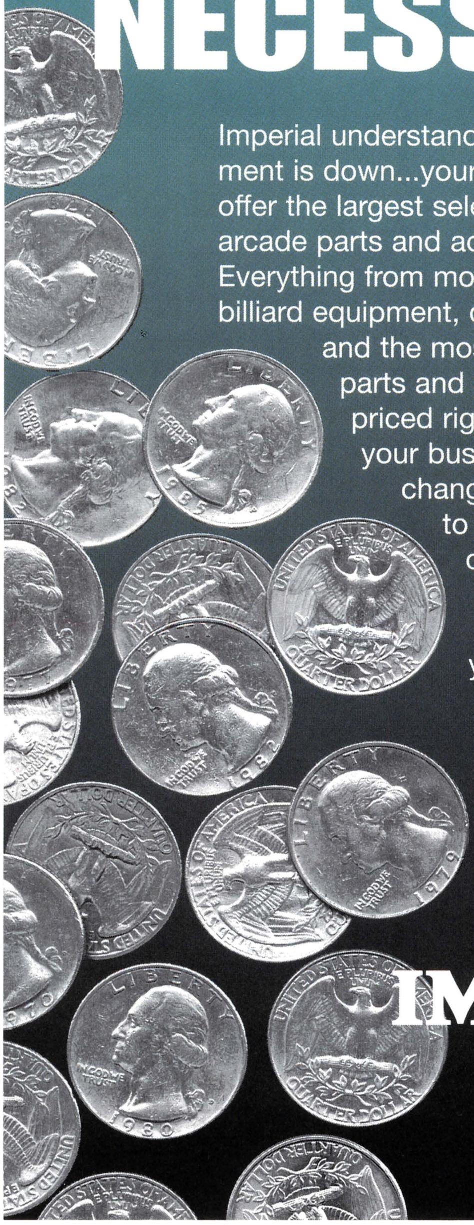

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See SPECIAL OFFER on Page 176

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CONTENTS

VOLUME 24
NO. 9
AUGUST 1998

FALL EQUIPMENT CATALOG

Daytona USA 2 carries on a racing tradition. Page 68.

62 THROUGH THE LOOKING GLASS
GreyStone Technology looks at the Open Arcade Architecture initiative and defines the elements of out-of-home game play in terms of its *XS-G* format.

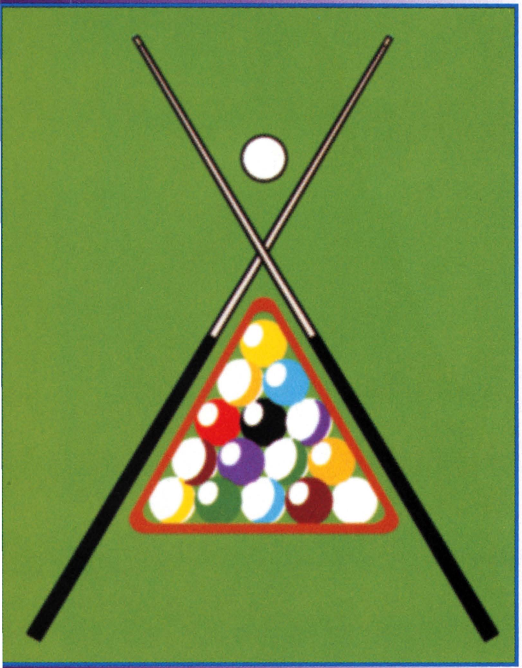
75 BILLIARD CONGRESS OF AMERICA
The 50-year-old organization hosted its 15th annual trade show and convention where everything you ever wanted in billiards and supplies was on display.

81 FALL EQUIPMENT CATALOG
What's available in street-friendly equipment? You'll find it all in this special 34-page section with listings in 13 categories of product, from jukeboxes to countertops and upright videos to pool tables.

119 COINMAN: LISA HICKS OF TEXAS
A Houston operator relatively new to the operating ranks discusses the operators' plight in her home state as well as games, trade shows, the home market, distributors, and the value of state associations.

125 A LOOK BACK: THE BAND-BOX
Nostalgia buffs unite! Paul Jones of Arkansas details his lifelong affection for Chicago Coin's Band-Box machines that fascinated him as a boy and spurred him to become a collector.

TECHNICIAN'S CORNER



The billiard world met at the BCA in Orlando. Page 75.

134 TECHNICAL TOPICS
Randy Fromm, exclusive in *Play Meter*, focuses on the pinball switch matrix. He answers e-mail on this subject and provides troubleshooting tips along with a helpful switch matrix table and switch matrix circuit diagram. According to Randy, "These repairs are easy to make and can be performed in the field."

COVER

Cadillac Jack is sitting on top of the world with its extensive line of card and line games geared to the redemption market. Peeking around the corner of the *Gold Touch* game on our cover is a caricature of Mike Macke, company president. The *Gold Touch* is a multigame machine with a variety that ranges from Wild Keno and Bravo Bingo to Klondike Gold and Precious Bars. Macke says the secret to the company's success is that "we design machines that comply with the laws and regulations outlined in the redemption markets, and then we build them with the highest quality in the industry."

DEPARTMENTS

News Bulletin 3
From the Edito 10
Equipment Pol 12
Mailbox 18
Up Front 24
Coin-Op News 26
Who's News 52
Beyond the Playfield 54
What's New 56
Cover Story 66
State Show 50, 117
Off the Record 118
Product Profile 123, 129
International Scene 130
Sporting Edge 138
Trade Accessories 144
Calendar (Travel Tracks) 146
Classified 147

NEXT MONTH:

- AMOA 50th anniversary salute and Expo preview.
- Interview with Don Hesch as he leaves office.
- Features, regular columns, and a few surprises.

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If your customers only told you what they think

People are just not nice anymore. I know that's an awful assessment, but I've had several encounters with people who make me think that. Are you ready? My first experience happened with an innocent enough visit to K-Mart during lunchtime to pick up things like soap powder, makeup, paper towels, and an assortment of other must-haves for home.

Valerie Cognevich
Editor

After stuffing my shopping cart, I entered check-out limbo. You know the drill—40 check-out lanes, two actually open. I went to customer service and asked whether they could rustle up another cashier, since the lines were beginning to meander into the clothing department. The customer service representative looked at me like I was crazy and huffed that it was simply not possible. Of course, I couldn't help but notice all those employees hanging new merchandise and straightening up the old. I ended up abandoning my basket filled with all the things I needed and walked out empty handed. That woman was just not nice.

The next morning my son's car needed to be towed to the repair shop, so I called the towing company recommended by my insurance company. Knowing I needed to get to the office, I called around 7 a.m. and they confirmed they'd be at my house by 8 a.m.—perfect. I waited as 8 a.m.came and went, 8:30, and then 9. I called and they told me it would be another hour, at least. "One of our drivers didn't show up so we're running late." I asked if he knew that when I called originally, and he said he did but that it didn't occur to him to tell me. But I've been waiting now over two hours, I exclaimed. He couldn't have cared less how long I had to wait. As it turned out I simply called another towing company that got there before the original one. I guess they were hopping mad when they finally got there and I wasn't home. My neighbor told me they arrived promptly at 11 a.m.! They weren't nice at all.

Buying a hamburger in a fast food drive thru is enough to raise your blood pressure. There's the person mumbling for your order who can't be understood, and forget about receiving even a hint of a smile for your business much less a napkin in your bag. I took a store I loved off my list after the fourth or fifth K-Mart-type incident—impossible to check out. This was so bad that there were NO checkouts open; they simply did it at the customer service counter in between helping customers bringing merchandise back. What an absurd way to lose customers!

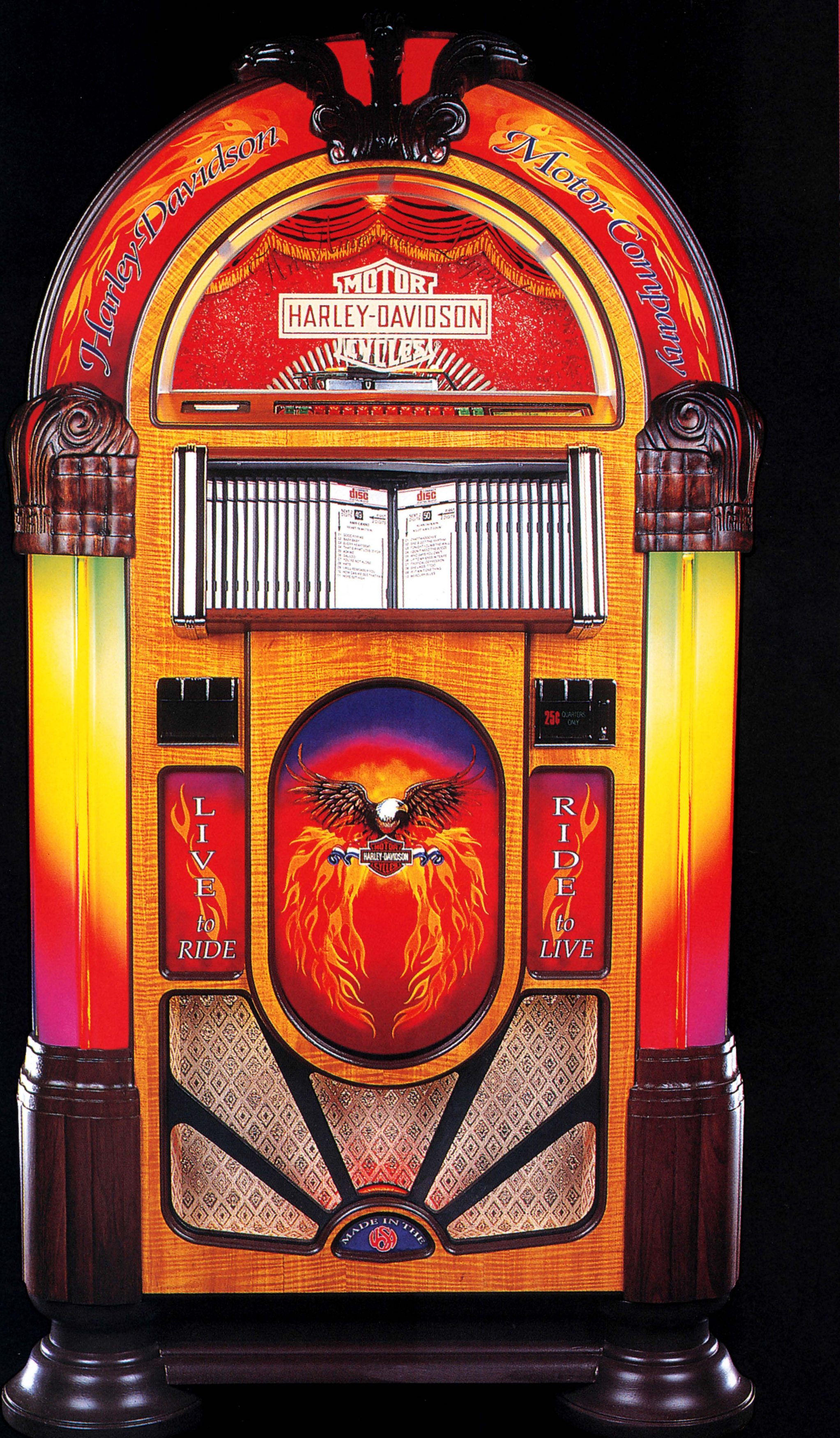
Shortly after I began to feel that people were just not nice anymore, I saw a program that highlighted a growing phenomenon so intense it has a name—road rage. In a nutshell, it explained that people are now willing to actually kill someone over an improper lane change. I've seen it played out on interstates and it's frightening. Angry drivers are antagonized by people wanting to see how far they can provoke that driver. What is this saying about our society? Murder for road rights? It's scary, isn't it?

Outrageous also is that the concept of customer service is apparently not being addressed like it should be. In a recent issue, several of our contributors brought up the importance of customer service in family entertainment centers. They emphasized that the customer is the most important asset a business can have, and the number one priority must be keeping them happy. It seems so simple, so elementary my dear Watson that you may consider it too condescending to mention.

But our industry is no different than others. We need our customers. We want them to come back. Even the greatest games and well appointed atmosphere will not draw them back if they are not treated like your business depends on them. Like Mike Macke of Cadillac Jack said, "I've been around this industry long enough to know that if you don't take care of your customers, you won't have any customers." At the grocery store I observed this sign on the door of the office, "Treat every customer with respect. They are the only reason we are here."

I want to go places where people are nice. I want to be nice to everyone I meet. I know it's wishful thinking. But somewhere out there I just know I can buy soap powder and mascara and not have to wait in line so long I finally decide it's not worth it. Don't you want to be around nice people? If you have to go somewhere else besides your own location, then it's time to make some changes. ▲

We want to hear from you about any of the articles in this issue or topics you's like to see. Phone: 504/488-7003; FAX: 504/488-7083; e-mail: (news@playmeter.com).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Equipment Poll

VIDEO KITS

GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1. Area 51/Max Force Duo *(Atari)*	8.58	157	30.39
2. Golden Tee '98 *(Incred. Tech.)*	8.23	92	38.24
3. Tekken 3 *(Namco)*	7.80	757	54.90
4. NFL Blitz *(Midway)*	7.73	420	48.04
5. Area 51 *(Atari)*	7.55	1519	69.61
6. Point Blank *(Namco)*	7.43	834	13.73
7. Golden Tee '97 *(Incred. Tech.)*	7.40	593	51.96
8. Police Trainer *(P&P)*	7.06	515	50.98
9. Surf Planet *(Atari)*	7.00	95	16.67
10. Raiden Fighters 2 *(Fabtek)*	6.95	26	18.63
11. Metal Slug 2 *(SNK)*	6.88	25	25.49
12. Marvel vs. Capcom *(Capcom)*	6.85	175	32.35
13. D&D Shadow/Mystara *(Capcom)-tie*	6.83	202	5.88
13. Golden Tee 3D Golf *(Incred. Tech)-tie*	6.83	1329	29.41
14. Tournament Solitaire *(Dynamo)*	6.71	678	6.86
15. Strikers 1945 Part 2 *(Worldwide)*	6.68	98	18.63
16. World Class Bowling *(Incred. Tech.)*	6.62	344	20.59
17. Tekken 2 *(Namco)*	6.41	1037	45.10
18. Lethal Enforcers *(Konami)*	6.36	1618	51.96
19. Metal Slug *(SNK)*	6.34	418	31.37
20. Strikers 1945 *(Worldwide)*	6.20	152	19.61
21. Bust-A-Move Again *(Taito)*	6.18	594	10.78
22. Viper Phase 1 *(Fabtek)*	6.17	279	5.88
23. Raiden DX *(Fabtek)*	6.14	346	20.59
24. 19XX *(Capcom)*	6.13	119	7.84
25. Bust-A-Move *(SNK)*	6.11	483	36.27
26. Irritating Maze *(SNK)-tie*	6.00	0	4.90
26. Raiden II *(Fabtek)-tie*	6.00	785	26.47
26. S.F. III 2nd Impact *(Capcom)-tie*	6.00	0	10.78
26. Samurai 64 *(SNK)-tie*	6.00	0	4.90
27. Marvel Heroes vs SF *(Capcom)-tie*	5.81	189	36.27
27. Die Hard Arcade *(Sega)-tie*	5.81	430	30.39
28. Street Fighter EX *(Capcom)*	5.73	21	10.78
29. X-Men vs. Street Fighter *(Capcom)*	5.65	333	36.27
30. Ehrgeiz *(Namco)*	5.58	21	11.76
31. Maximum Hangtime *(Midway)*	5.47	45	35.29
32. Aero Fighters 3 *(SNK)*	5.27	76	10.78
33. Egg Venture *(ICE)*	5.16	10	18.63
34. Beastorizer *(Namco)--tie*	5.14	0	6.86
34. Marvel Super Heroes *(Capcom)-tie*	5.14	382	27.45

VIDEO DEDICATED

GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1. Time Crises II *(Namco)*	9.67	119	11.76
2. House of the Dead *(Sega)*	8.38	728	25.49
3. Tourn. 3D Golf *(Incred. Tech)*	7.74	775	18.63
4. Maximum Force *(Atari)*	7.58	618	47.06
5. Gun Blade NY *(Sega)*	6.89	905	8.82
6. Time Crisis *(Namco)*	6.75	996	11.76
7. Radikal Bikers *(Atari)-tie*	6.50	0	3.92
7. Virtua Cop 2 *(Sega)-tie*	6.50	900	15.69
8. Solitaire Challenge *(Dynamo)*	6.45	1473	10.78
9. Zero Point *(Game Vision)*	6.33	0	8.82
10. Mortal Kombat 4 *(Midway)*	6.11	168	34.31
11. Rampage World Tour *(Midway)*	5.96	80	25.49
12. Virtual On *(Sega)*	5.64	151	10.78
13. Virtua Fighter 3 *(Sega)*	5.56	154	8.82
14. Killer Instinct 2 *(Midway)*	5.28	305	31.37

VIDEO SIMULATORS

GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1. The Lost World: J. Park *(Sega)*	8.83	474	23.53
2. Top Skater *(Sega)*	8.60	709	19.61
3. San Francisco Rush: Rock *(Atari)*	8.55	445	30.39
4. Cruis'n World *(Midway)*	8.45	1077	60.78
5. Kick-It *(Inter. Light)*	8.20	156	4.90
6. Harley Davidson/LA Riders *(Sega)*	8.13	202	23.53
7. Off Road Challenge *(Midway)*	7.84	474	36.27
8. San Francisco Rush *(Atari)-tie*	7.78	914	31.37
8. Rapid River *(Namco)-tie*	7.78	100	8.82
9. California Speed *(Atari)*	7.59	197	36.27
10. Alpine Racer 2 *(Namco)*	7.58	803	23.53
11. Wave Runner *(Sega)*	7.50	702	11.76
12. Downhill Bikers *(Namco)*	7.40	32	4.90
13. Aqua Jet *(Namco)-tie*	7.33	508	5.88
13. Motor Raid *(Sega)-tie*	7.33	51	5.88
13. Sega Super GT *(Sega)-tie*	7.33	486	8.82
14. Cruis'n USA *(Midway)*	7.29	2361	50.00
15. Daytona USA *(Sega)*	7.27	2505	44.12
16. Alpine Surfer *(Namco)-tie*	7.14	536	6.86
16. Home Run Derby *(ICE)-tie*	7.14	353	6.86
17. Cyber Cycles *(Namco)*	6.79	1026	13.73
18. Daytona USA Limited *(Sega)*	6.63	391	7.84
19. Sega Rally 2 *(Sega)*	6.60	0	4.90
20. Hyperdrive *(Midway)*	6.57	0	6.86
21. Alpine Racer *(Namco)*	6.50	1326	9.80

What the numbers mean:

Point Value—An average of the ratings that operators give each game they circle (on a scale of 3-10) on their Equipment Poll ballots.

Longevity Points—Awarded after compiling a list of the top 60 videos and pinballs (combined) and compiling the top 60 redemption games (all categories combined). The #1 game gets 60 points, the #2 game gets 59 points, on down to the #60 game that gets 1 point. The higher the longevity points the better the "legs" of the game.

Percentage of Response—Amount of respondents who rated the games; another barometer of game success.

** New or reappearing games* ***Play Meter 1997 Reader Survey*

Galaxy Games

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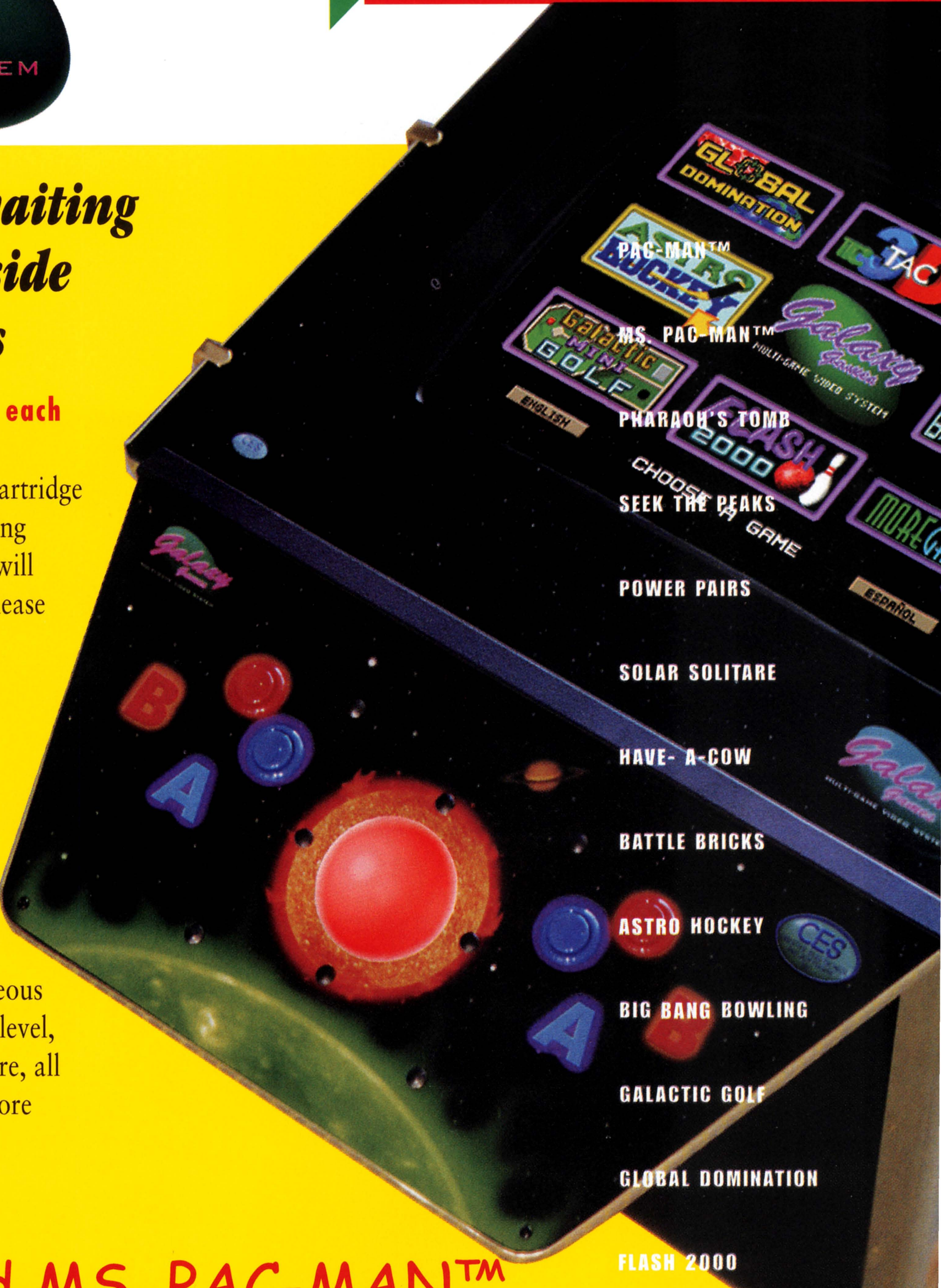
The industry's first cocktail style multi-cartridge system. Stunning 3-D graphics and sizzling sound make each game unique. Players will love the addictive fun – guaranteed to please for hours.

New Games = Increased Earnings

Convenient multi-cartridge system for fast, simple additions of new games. Room for up to 3 additional cartridges.

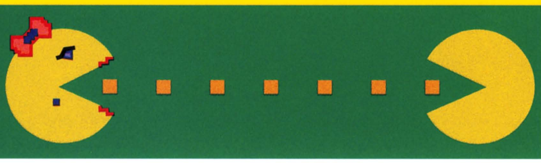
PAC-MAN™ and MS. PAC-MAN™ are back! And Galaxy Games is the place to find them.

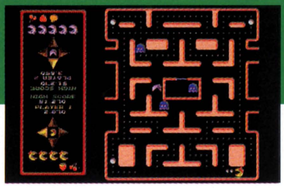
Both games feature two player simultaneous action for double the excitement! Every level, every sound effect, every last detail is here, all faithfully recreated to satisfy even hardcore PAC-MANIACS!


GLOBAL DOMINATION
ASTRO HOCKEY
3D TIC TAC
Galactic MINI GOLF
Galaxy Games
MULTI-GAME VIDEO SYSTEM
ENGLISH
CRASH 2000
CHOOSE A GAME
MORE GA
ESPAÑOL
B
A
CES

PAC-MAN™
MS. PAC-MAN™
PHARAOH'S TOMB
SEEK THE PEAKS
POWER PAIRS
SOLAR SOLITARE
HAVE- A-COW
BATTLE BRICKS
ASTRO HOCKEY
BIG BANG BOWLING
GALACTIC GOLF
GLOBAL DOMINATION
FLASH 2000
3D TIC-TAC-TOE

PAC-MAN™ and MS. PAC-MAN™





Big DEAL
SEEK THE PEAKS
POWER PAIRS
SOLAR SOLITA
HAVE A COW
MORE GA
CHOOSE A GAME

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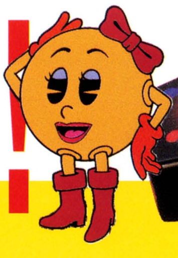
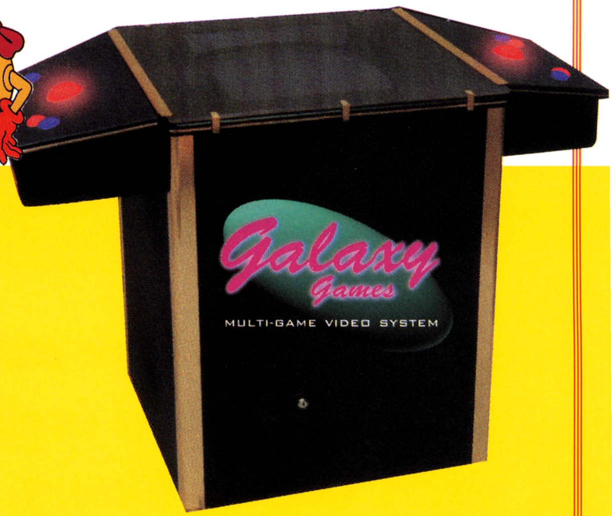
They're Back!




Galaxy Games
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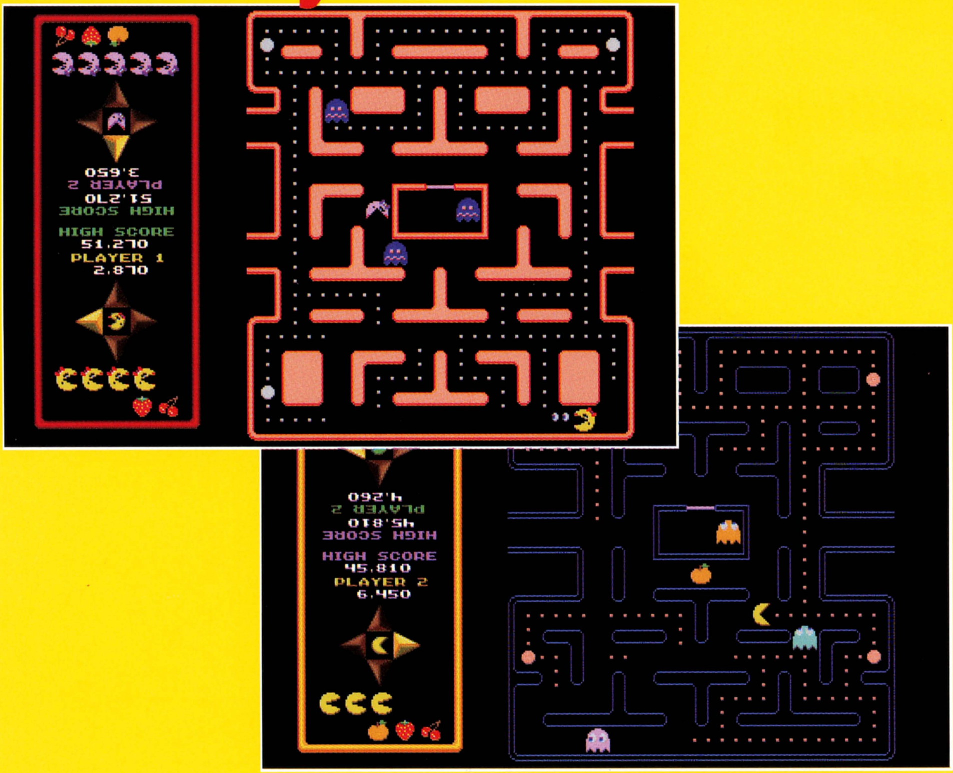
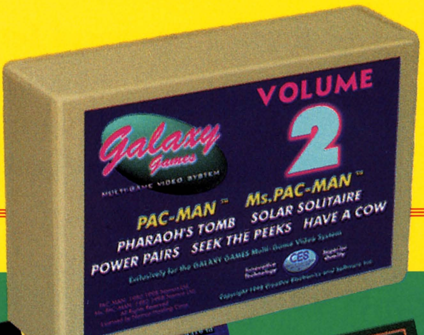

HIGH SCORE
51.270
PLAYER 1
2.870
HIGH SCORE
45.810
PLAYER 2
6.450

Galaxy Games now comes with PAC-MAN™, Ms. PAC-MAN™ and 12 hot titles with room for up to 3 additional expansion cartridges


VOLUME 2
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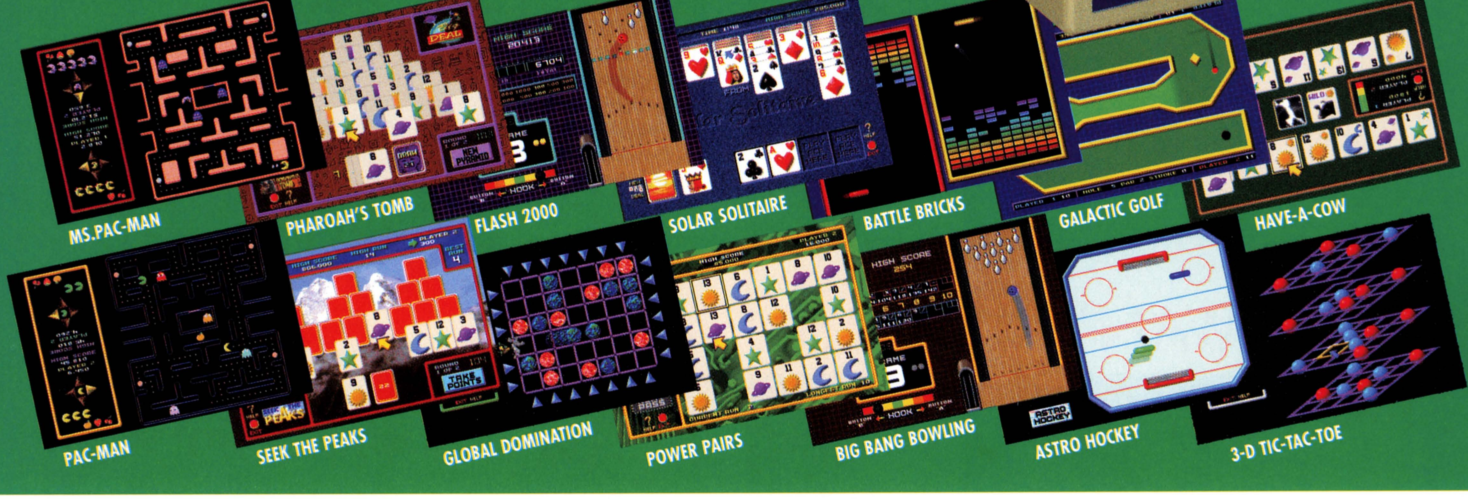
PAC-MAN
Ms.PAC-MAN
PHARAOH'S TOMB
SOLAR SOLITAIRE
POWER PAIRS
SEEK THE PEEKS
HAVE A COW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The Game Creator

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RANKED #1 POLL**

"The Operators' Choice"

PLAY METER

Equipment Poll

REDEMPTION

ALLEY BOWLERS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Pro Striker *(Design PLus)*	8.50	297	3.92
2.	Basket Fever *(Bay Tek)*	7.50	550	5.88
3.	Smartball *(Smart)*	7.29	449	6.86
4.	ICE Ball *(ICE)*	7.00	902	8.82
5.	Skee-Ball Lightning *(Skee-Ball)*	6.64	1034	13.73

SPORTS GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Hoop Shot *(ICE)*	7.40	350	4.90
2.	Full Court Frenzy *(ICE)*	7.23	506	12.75
3.	Shoot to Win *(Smart)*	7.08	694	11.76
4.	Super Shot *(Skee-Ball)*	6.88	898	7.84
5.	Hoop It Up *(Atari)*	6.52	1084	24.51
6.	Full Court Fever *(ICE)*	5.86	834	6.86
7.	Street Fever *(ICE)*	5.75	✷	3.92
8.	Slugfest *(Williams)*	5.59	7	21.57
9.	Around the World *(UETD)*	5.57	181	6.86
10.	Putting Challenge II *(G.L. Tech.)*	5.43	51	6.86

CRANES/ROTARIES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Rainbow *(Rainbow)*	8.40	1304	4.90
2.	Classic Watch Crane *(Smart)*	8.17	997	5.88
3.	Clean Sweep *(Smart)*	7.29	1169	27.45
4.	Showcase *(Smart)*	7.25	121	3.92
5.	Lax *(Noel Industries)--tie*	7.00	76	12.75
5.	Plush Bus *(ICE)--tie*	7.00	103	5.88
6.	Skill Crane *(Grayhound)*	6.60	413	9.80
7.	Big Choice *(Fun Merchants)*	6.58	780	23.53
8.	Jumbo Crane *(Grayhound)*	6.57	727	6.86
9.	Candy Crane *(Smart)*	6.35	500	33.33
10.	Snack Attacker/Challenger *(AGE)*	6.14	611	6.86
11.	Mission Crane *(Mission Crane)*	5.25	92	3.92

CHILDREN'S GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Shoot To Win! Jr. *(Smart)*	7.89	857	8.82
2.	Mini Dunx *(ICE)*	7.00	347	5.88
3.	Bozo Grand Prize *(ICE)*	6.33	53	5.88
4.	Hoppin' Harry *(Lazer-Tron)*	6.25	5	3.92
5.	Smart Toss Em *(Smart)*	6.00	782	6.86
6.	Feed Big Bertha *(Smart)--tie*	5.83	309	17.65
6.	Jr. All American *(UETD)--tie*	5.83	55	5.88
7.	Toss Em *(UETD)*	5.60	259	4.90
8.	Hightops *(Skee-Ball)*	5.40	212	4.90

ROLL DOWNS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Jungle Rama *(Lazer-Tron)*	7.60	427	4.90
2.	Spin To Win *(Lazer-Tron)*	6.53	954	18.63
3.	Clown Roll Down *(Bay Tek)*	5.89	197	8.82
4.	Rock N Roll *(Bay Tek)*	5.83	106	5.88

NOVELTY

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Cyclone Jr. *(ICE)*	9.40	1116	4.90
2.	Cyclone *(ICE)*	9.14	1876	43.14
3.	Solar Spin *(Lazer-Tron)*	8.50	755	7.84
4.	Surfin' Safari *(5 Star)*	8.25	642	7.84
5.	Treasure Falls *(Planet Earth)*	7.75	1084	15.69
6.	Dinoscore *(Planet Earth)*	7.60	1564	24.51
7.	Claim Jumper *(Benchmark)*	7.44	212	8.82
8.	Colorama *(Bromley)*	7.20	1395	9.80
9.	Super Solar Spin *(Lazer-Tron)*	7.00	90	3.92
10.	Prize Zone *(Lazer-Tron)*	6.82	364	10.78
11.	Round 'n Round *(Astro)*	6.50	1008	5.88
12.	Flip N Win *(Planet Earth)*	6.25	498	3.92
13.	Dump the Ump *(ICE)*	6.00	120	6.86
14.	Steer Crazy *(Fun Industries)*	5.60	198	4.90
15.	Cosmo Gang *(Data East)*	5.44	2	8.82
16.	Hop-A-Tic-Tac-Toe *(Data East)*	5.30	46	19.61
17.	Simple Simon *(Sammy USA)*	5.27	131	10.78

COIN DROP GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Big Haul *(Benchmark)*	8.24	1140	24.51
2.	Smokin' Token *(Seidel)*	8.09	1545	22.55
3.	Wheel 'M In *(Bromley)*	7.11	1398	18.63
4.	Twister *(Lazer-Tron)*	6.82	177	10.78
5.	Cut the Cheese *(Sega)*	6.56	682	8.82
6.	Austin Powers *(Sega Pinball)--tie*	6.33	32	5.88
6.	Roll For Gold *(Benchmark)--tie*	6.33	383	8.82
7.	The Mask *(Data East)*	6.29	810	6.86
8.	Rock-N-Bowl *(Bromley)*	6.22	503	26.47
9.	Pirate's Gold *(Lazer-Tron)*	6.17	238	5.88
10.	Addams Fam. Values *(Midway)-tie*	6.00	351	5.88
10.	Screamin' Slopes *(Midway)--tie*	6.00	328	5.88
10.	Super Bank It II *(Lazer-Tron)--tie*	6.00	271	4.90
11.	Aftershock *(Lazer-Tron)*	5.87	580	14.71

GUN GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Water Game *(Bob's Space Racers)*	7.00	525	4.90
2.	Big Mouth 2000 *(Meltec)--tie*	6.75	60	3.92
2.	Miner's Revenge *(Lazer-Tron)--tie*	6.75	199	3.92
3.	Knock-Down *(Meltec)*	6.00	116	9.80
4.	Big Mouth *(Meltec)*	5.55	153	10.78

BOPPING/STOMPING GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Spider Stompin *(Island)*	7.35	1281	16.67
2.	Wacky Gator *(Data East)*	6.88	504	23.53
3.	Spider Splattin' *(Island)*	6.50	185	3.92
4.	Ribbit Racin *(Lazer-Tron)*	6.42	896	25.49
5.	Swamp Stomp *(Lazer-Tron)*	6.29	599	6.86
6.	Whac-A-Mole *(Bob's Space Racers)*	6.15	200	12.75
7.	Circus Hi-Rise *(Skee-Ball)*	6.00	271	3.92

*****Play Meter 1997 Reader Survey***

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"The Operators' Choice"

PLAY METER

Equipment Poll

PRIZE VENDORS

GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1. Sports Arena *(Sammy USA)*	8.04	216	24.51
2. Kick n Catch *(Fun Industries)*	4.67	1	5.88

PINBALLS

GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1. Medieval Madness *(Williams)*	8.43	565	34.31
2. Viper Night Drivin' *(Sega)*	8.00	138	5.88
3. The Champion Pub *(Bally)*	7.75	42	3.92
4. Independence Day *(Sega)*	7.31	334	12.75
5. Attack From Mars *(Bally)*	7.29	1210	33.33
6. Cirqus Voltaire *(Bally)*	7.21	60	18.63
7. Arabian Nights *(Williams)--tie*	7.13	558	22.55
7. Theatre of Magic *(Bally)--tie*	7.13	1413	30.39
8. Junk Yard *(Williams)*	7.05	326	19.61
9. The Addams Family *(Bally)*	7.04	3558	50.98
10. No Good Golfers *(Williams)--tie*	7.00	145	12.75
10. Starship Troopers *(Sega)--tie*	7.00	14	10.78
11. Twister *(Sega)*	6.92	308	12.75
12. Scared Stiff *(Bally)*	6.88	720	23.53
13. X-Files *(Sega)*	6.85	126	19.61

COUNTERTOPS

1. Megatouch XL *(Merit)*	8.65	845	39.22
2. Megatouch 5 *(Merit)*	7.96	449	26.47
3. Touchmaster *(Midway)*	7.54	732	23.53
4. Magical Touch 3 *(Micro)*	7.13	167	7.84
5. Megatouch Tournament *(Merit)*	7.00	784	11.76
6. Megatouch IV *(Merit)*	6.94	1202	35.29
7. Concorde 2 *(JVL)*	6.91	40	10.78

QUESTION OF THE MONTH

What is your most popular shuffleboard table?

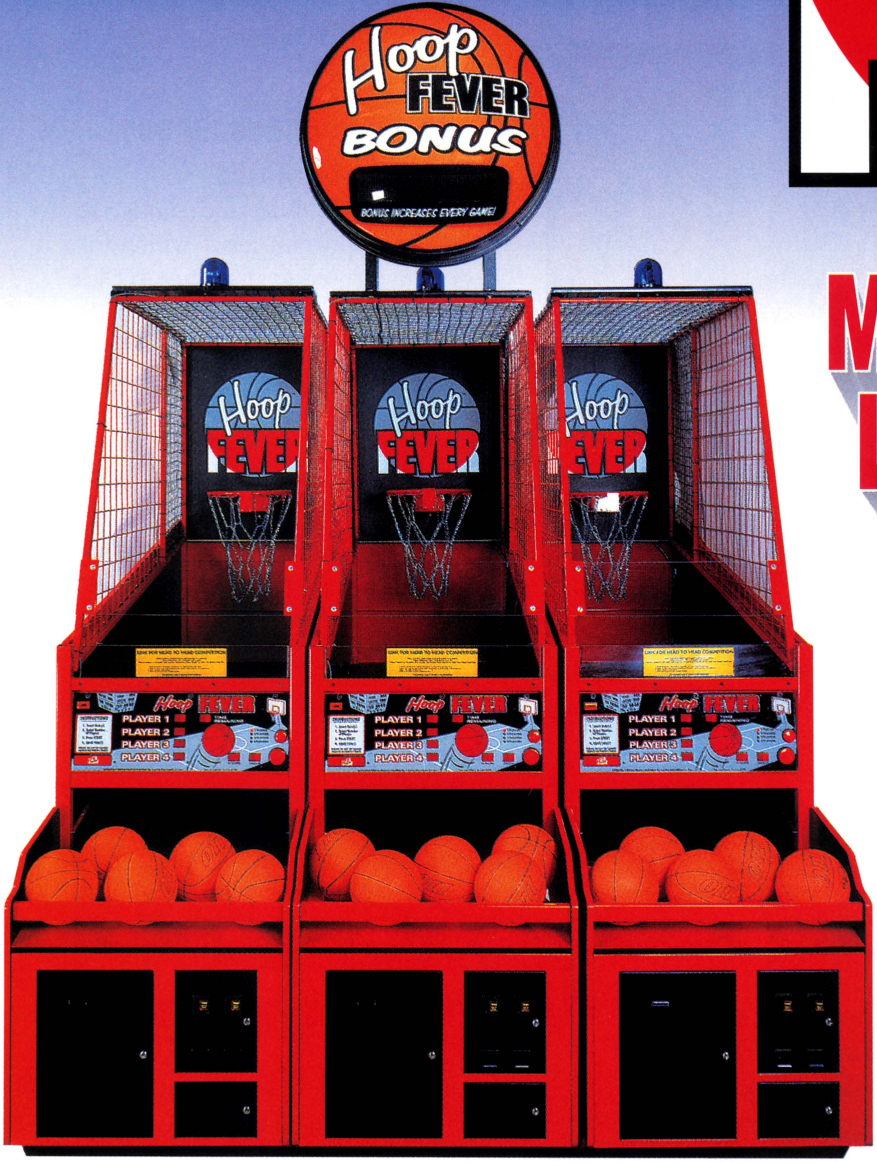
American Shuffleboard--tie
Champion Shuffleboard--tie

In order to accommodate the influx of new games on the ballot we have discontinued the Classic Video category. All-time favorites such as *Ms Pac-Man* are universally recognized and will always have a dedicated following. We applaud the impact these classics have had on the industry; they have earned a place in the Coin-Op Hall of Fame.

Due to the popularity of the new Prize Vendors we have added a category for that equipment.

Back To Basics With...

Hoop™ FEVER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BONUS
BONUS INCREASES EVERY GAME!
Hoop FEVER
PLAYER 1
PLAYER 2
PLAYER 3
PLAYER 4

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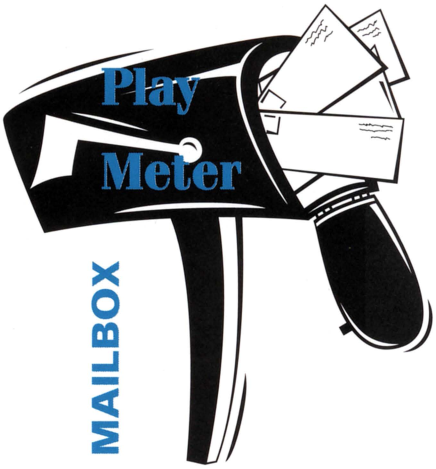

Good articles

Thanks for your strong editorial on the video violence issue in the June issue. Very nicely done. I also found your articles on laser tag and debit cards interesting and clipped them for our "reference files."

Carole Sjolander
IAFEC
Hillsboro, NH

Editor's note: Carole, thank you for your kind words. As I said in the editorial, video violence, whether real or perceived, is a concern for our industry. Harold Skripsky (IAFEC president) has been extremely involved in confronting this issue and I admire him for that.

If anyone is interested in contacting the International Association of Family Entertainment Centers, the number is (603)464-6498.

Dick Buschel's legacy continues

I hope you will be kind enough to share the important news which follows. I am pleased to announce to Dick Bueschel's readers, fans, and friends, that his "Encyclopedia of Pinball" series will continue and be completed.

As you know, the "Encyclopedia of Pinball" was Dick's pride and joy. He had worked on the project for over a decade and filled more than 250 ring notebooks with his research. Shortly before his death, Dick asked me if I would carry on with his important work after he was gone.

I promised to finish the remaining four volumes consistent with the high standards Dick had set in volumes one and two. I'll do my best to provide his loyal readers and fans with the most accurate, complete, and interesting history of pinball that I am capable of writing.

I have no illusions about replacing Dick Bueschel; that is impossible. Fortunately, he left behind two published volumes of "Encyclopedia of Pinball" along with excellent road maps of the four unwritten volumes as guides for me to follow. My long friendship with Dick and my experience as his proofreader and sometime editor will also help.

I'll be working from Dick's outlines, notes, interviews, and extensive archives, all of which are now in my

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** League Tracker imports Valley League Machine and Arachnid Dartman files.*

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1-800-523-2760 • 215-639-4700 • FAX: 215-639-5346 • www.meritind.com hands. Steve Young and I will continue publishing "Encyclopedia of Pinball" under our Silverball Amusements imprint and The Pinball Resource will continue to distribute the series.

As we begin to move forward, I would ask two things of you as friends, readers, and fans of Dick. First, that you continue to be as generous in sharing your collections, knowledge, and enthusiasm with me as you were with Dick. Second, that you be patient, for the remaining four volumes will necessarily be longer in the making than if Dick were writing them. You will be happy to know that work on volume three has already begun. Photos of the 100 featured machines have been sent to our designer Eric Hatchell for scanning and retouching.

A master list of known games and manufacturers for the first Golden Age of Pinball 1937-1947 is being compiled at this writing. And in just a matter of weeks, I'll begin the exciting job of writing the text which tells the unforgettable story of pinball from *Skipper* to *Nudgy* against the backdrop of America at war.

Gordon A. Hasse Jr.
(212)885-3619 days
(212)996-3825
nights & weekends
e-mail (ghasse@fcb.com)

Replies to a letter

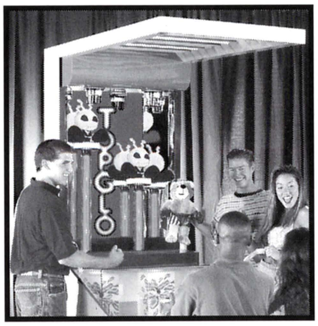
(We received a letter from Kevin Mahler and ran it in June, page 10, under the title "Hard Drive Woes" in the "Mailbox" column. These are two replies followed by a response from Atari.)

Computer components beneficial?

Computer components are mass-produced and COULD lower our costs, but the manufacturers view us as a captive audience with deep pockets. It doesn't matter what it costs, they will charge us whatever they want for software or for proprietary hardware. The current situation is that we pay outrageous prices for shoddy equipment so we can test market new games for them to immediately release to the home market if it shows any potential for income.

I should think we must be paying a substantial portion of the development costs for their home games, and we no doubt are providing the beta testing and test marketing. Actually, I think the factories should give us the equipment at cost just to test market and promote their home games, but I won't hold my breath.

I have been in this business since the electromechanical days and have never seen the outlook or the business as a whole so bad. The only machines that produce well are the big simulators, but at $15,000-$25,000-plus a copy, only the very best locations can make these pay. When the factories open their own arcades and fill them full of these high priced machines, it just adds insult to injury. It would appear that they have no interest in supplying games for the independent video arcade market.



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Where to now? I don't know, but my father (who was in the business before me) says, "Bring back the Seeburg *Beargun.*" Anybody out there remember that one? At least they couldn't make a home game out of it.

David Cantoni
Monticello Dist. Co.
Monticello, IN

Interactive Light hard drives

The PC is cheaper and easier to operate. Because it is modular you will be able to troubleshoot and repair a game in far less time than a dedicated PCB. The cost to replace a hard drive for any of the Interactive Light products is $300 and it includes the most updated software at no extra charge already loaded.

Jeff Walker
Interactive Light
Santa Monica, CA

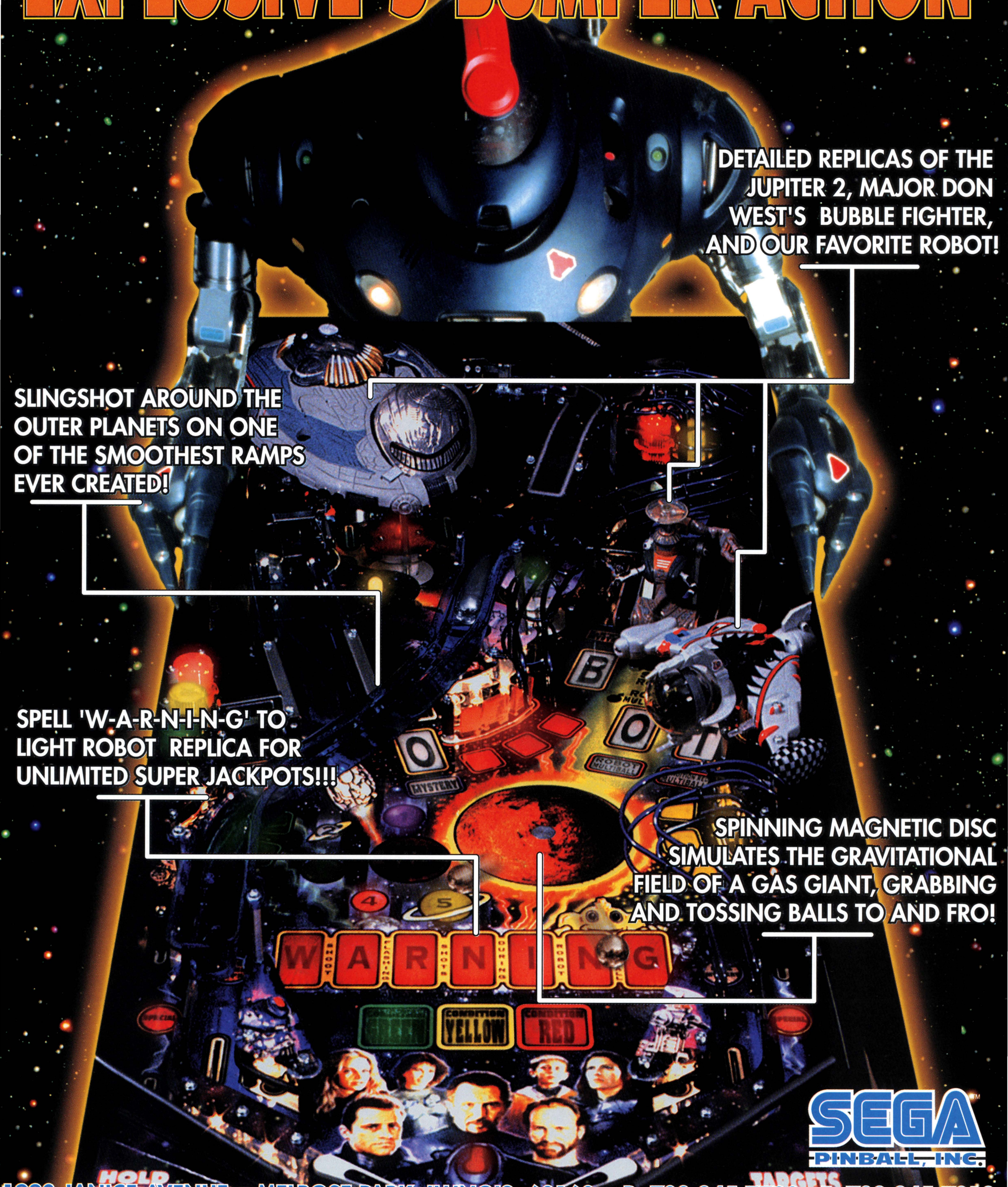
Atari responds

I'd like to have the opportunity to reply to the operator who wrote last month about *Area 51* hard drive costs. I've discussed this with a lot with our internal sales team and our service manager at Williams who handles it.

Atari Games supports all parts sales through Williams' parts and service division in Chicago. Their prices for replacement hard drives were reduced earlier this year due to similar feedback we have been hearing from operators and distributors and a serious effort to reduce our component costs overall. Although it is not our corporate policy to publish list prices, in this case, we would like to let Mr. Mahler know that he should not be paying $700 for a replacement drive in the future. Operator prices should now be significantly less based on our cost reduction.

As a developer, we want to point out the benefit of using hard drives. They are currently the most cost-effective storage device for the amount of

EXPLOSIVE 5 BUMPER ACTION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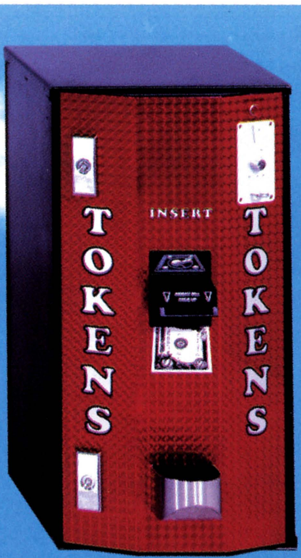
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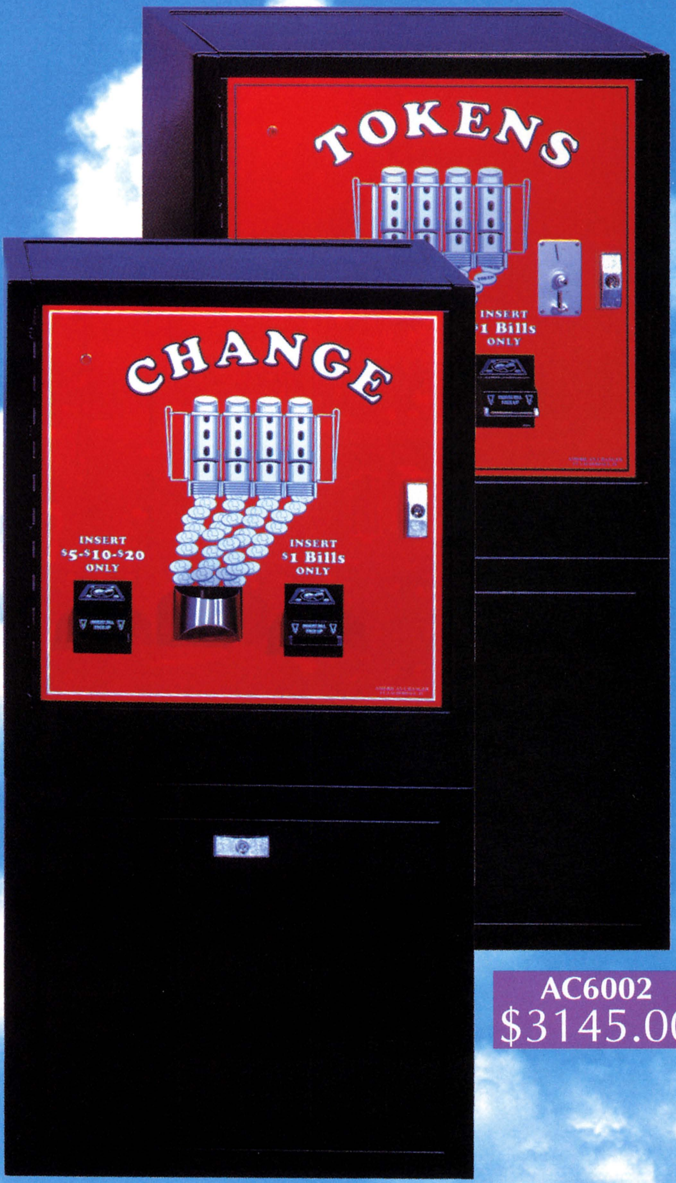
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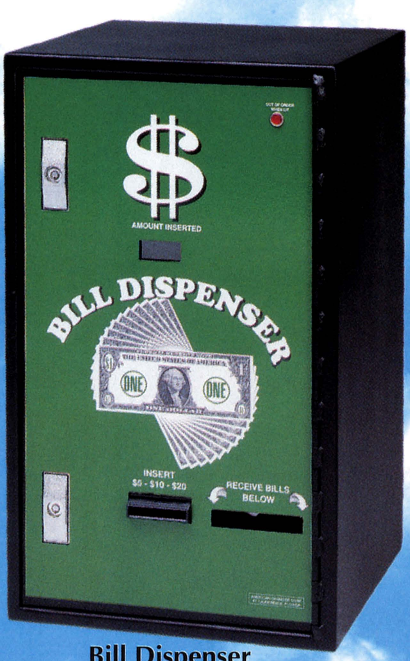
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graphics and software that is expected in a top-quality coin-op video. This contributes greatly in our efforts to keep dedicated and kit pricing as competitively priced as possible.

We welcome feedback from operators and will continue to work toward addressing these types of concerns.

Mary Fujihara
Atari Games Corp.
Milpitas, CA

Editor's note: We want to thank Mary for taking the time to respond to the concerns of not only Mr. Mahler but others in the industry. We're all examining the open arcade architecture that has been promoted for our industry as a way to have a much larger selection of games. PC-based games are now out, and price is a concern. If anyone has a comment about PC-based games, or any other subject, please let us hear from you.

Rating stickers on games

I just read your editorial on game rating/labeling ("From the Editor" June, pg: 12), and was reminded of all the hoopla a few years back over applying rating stickers to CDs and cassettes. At that time I worked for Camelot Music and we were very concerned about the effect labeling would have on our retail sales.

What we found, however, was that anything that we labeled as not suitable for children immediately became the very thing that kids wanted to hear! They would hang outside our stores asking adults to buy music that we wouldn't sell directly to the kids. They would also get their older siblings to buy the music for them. In fact, sales increased even when we were no longer selling the music to kids. The warning labels seemed to increase sales to adults.

I know this analogy doesn't hold up as well with video games. I don't imagine there will be too many kids hanging outside arcades trying to get an adult to go in and play a game for them, but the retail music industry was surprised at the results of music labeling. It didn't have nearly the negative effect that people thought it would.

I don't believe for one moment that games cause kids to behave violently. We played war, cops and robbers, and cowboys and Indians with lots of shooting and killing each other, but we didn't become killers. That was in the '60s, though, and now any talk of having some love and regard for another human being is dismissed as liberal "touchy-feely" hogwash. I think this is what kids are missing today.

Thanks for the article and the chance to share my opinions. ▲

Mike Vaughan
Jukebox Licensing Office
Nashville, TN

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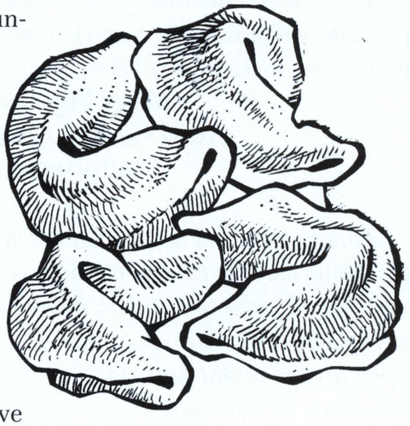
Fortune cookie wisdom: WORDS FOR WORK



There's always an element of surprise when you open a fortune cookie and unfold the small white paper with the wise old sayings printed inside. Will it have any direct bearing on what's happening in my life at this time? Will those short words of wisdom point me in a new direction? Or will it simply offer a platitude, such as, "You will live a long, happy life."

Fortune cookies aren't what they used to be. I was disappointed recently to find a self-serving fortune—"Live a longer life, eat healthy Chinese food!" All the fortunes I obtained recently have lucky lotto numbers printed on the back to boot—the double-duty fortune! I've been collecting the sayings for a while, and posting them on my bulletin board. It's easy to get a good collection because I can find lots of excuses to indulge in Crab Rangoon and Shrimp Fried Rice.

Twice I got "The heart is wiser than the intellect." Is someone trying to tell me something? Also among the most noteworthy fortunes were several that had applications to the coin-op world:

"A new change in your life is being written." Consolidation is going on all around us—big distributors and operators taking over smaller ones, manufacturers cutting back or departing from the landscape.

"You should be pleased with the answers you are given now." We are on the verge of a greater variety of equipment, working our way out of the time warp of shoot 'em up-themed videos. We've been hearing about the Open Arcade Architecture platform for so long, and now that games are coming to fruition, we're all ears for the upcoming AMOA Expo. It's hard to believe we will really see ready-for-shipping PC-based games. At last, a bigger choice.

"Your problem lies not in lack of ability but in lack of ambition." It's easy to concentrate on individual businesses and not worry past the competition right down the street. But what about the big picture? Tunnel vision won't help us, whether we are in the publishing business or in the operating, distributing, or manufacturing business.

"You will advance the careers of your friends in your climb for success." As you raise the level of your operation you raise the perception and image of our industry as a whole. And it means that your competition also has to deliver impeccable service to its customers to keep them. It's a win-win situation for everyone.

"The more one knows, the less one believes." We have a right to be skeptical, to question the promises, to wait-and-see before spending those hard-earned dollars. Let's not, however, become cynical and not give a new idea or product a chance.

"You are not older with age, but wiser." For those in the industry with the perspective of decades tucked in their back pockets, the amusement game world is indeed changing, and that means other changes in the way we all do business. We managed to move from 45s to CDs and from electromechanical to solid-state. Take the changes in stride and see what can be done to gain a better position in the marketplace.

Bonnie Theard
Managing Editor

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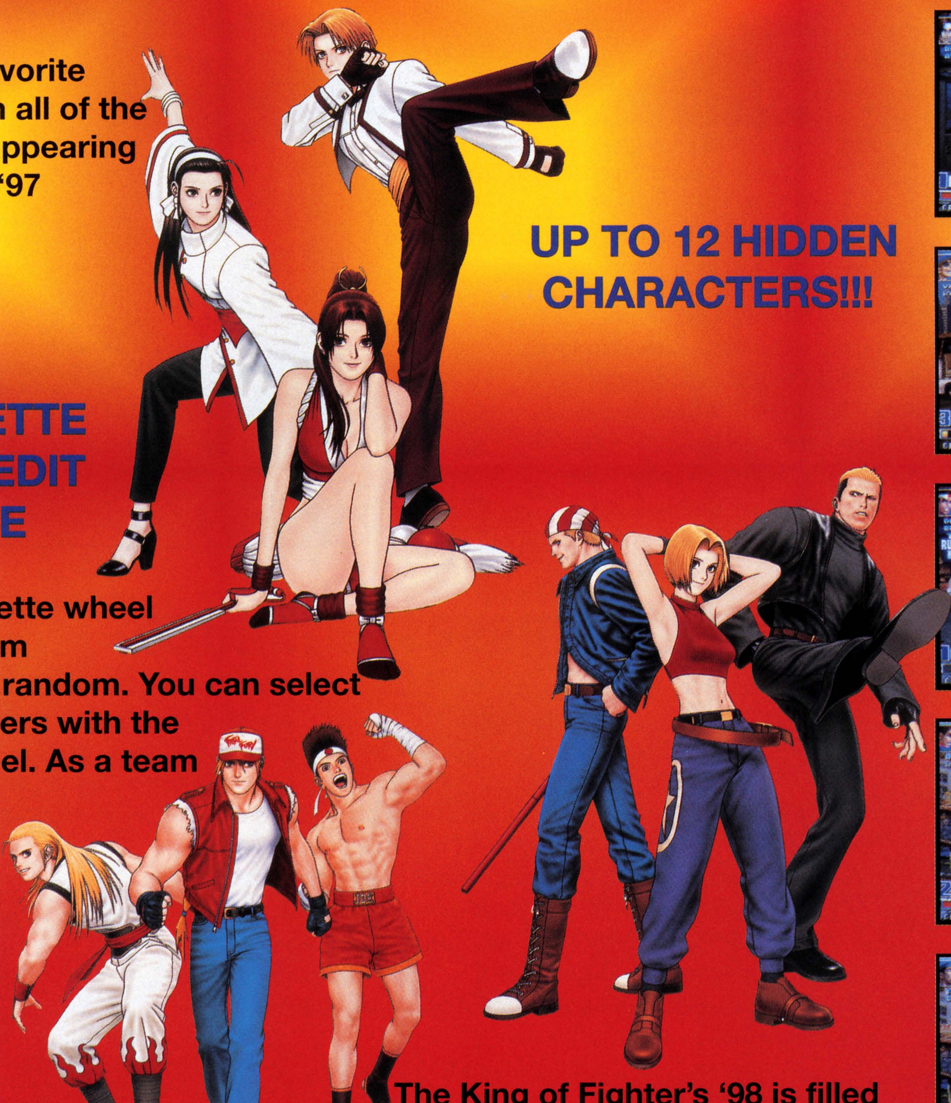

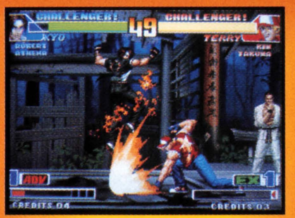
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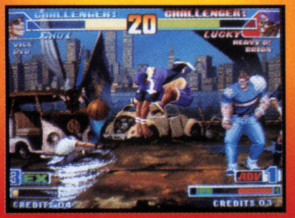
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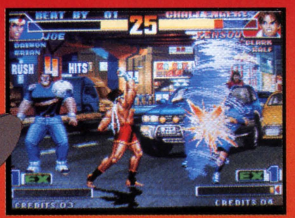
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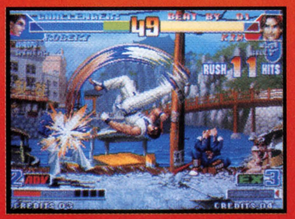
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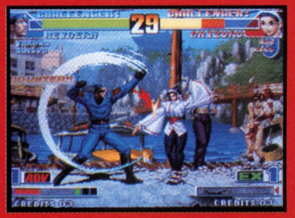
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The King of Fighter's '98 is filled with excitement to heat up battle and thrill the legions of King of Fighter's fans.

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Distributors travel to SNK world headquarters

Left: Outside of Neo-Geo Land, SNK's main arcade operation in Osaka. From left: Mark Singer, Frank Gumma Jr., and Tim Jackson.

Middle: Players line up to sample *King of Fighters '98* in Neo-Geo Land.

Right: One of SNK's twin towers at its world headquarters.

Frank Gumma Jr. of American Vending Sales in Elk Grove Village, Ill., and Mark Singer of Central Distributing in Omaha, Neb., recently visited SNK's world headquarters in Osaka, Japan, for a private showing of SNK's third and final platform—the gun game platform—for the Hyper Neo-Geo 64-bit system. The first title is *Beast Busters: Second Nightmare* (see "What's New," this issue).

Gumma and Singer also checked out the latest software for the original Neo-Geo 16-bit game system, *King of Fighters '98*, in addition to touring SNK's five arcades in Osaka.

SNK's home office features twin towers, one for business offices and one for research and development. The distributors took the opportunity to spend time going over the entire R & D facility, from game development to programming and sound to storyboards.

Tim Jackson, SNK director of North American sales, said, "We want to let operators and distributors know we are in the process of building strong software for both the 64-bit and 16-bit systems."

Wurlitzer moves to Illinois

Wurlitzer Jukebox Co. has moved from the New York area (Moonachie, N.J.) to new U.S. office and warehouse facilities in Gurnee, Ill., effective Aug. 3. The new building affords over 12,000 square feet of space for the complete Wurlitzer line.

According to Joe Pankus, president, Wurlitzer will "maintain an inventory of several hundred jukeboxes at all times, and of course, parts for every current model and past models."

The move was based on economics and customer service. Said Pankus: "We feel we can better serve our customers from the middle of the country. We plan to continue offering our products from the Chicago area. As soon as the dust settles it's anticipated that we will have a formal opening."

Wurlitzer's new address is 1318 Estes Ave., Gurnee, IL 60031. Phone and fax are, respectively: (847)662-1700; (847)662-1212. The toll-free number remains the same (800)987-5480 (or 800-WURLITZER), also the e-mail (bubbles@wurlitzer-jukebox.com) and the Web site (www.wurlitzer-jukebox.com).

Joe Pankus and Wurlitzer are Chicago-bound.

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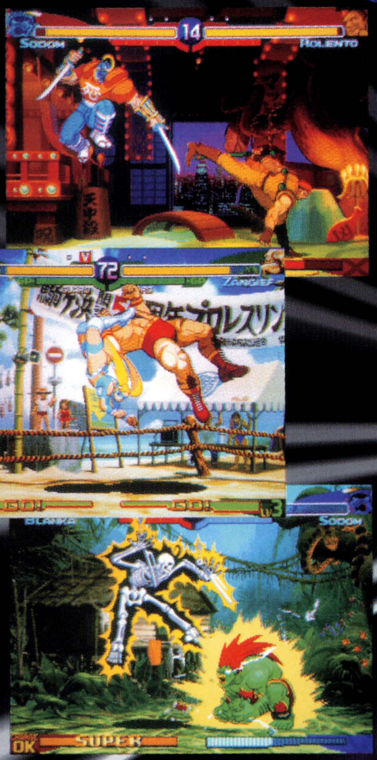

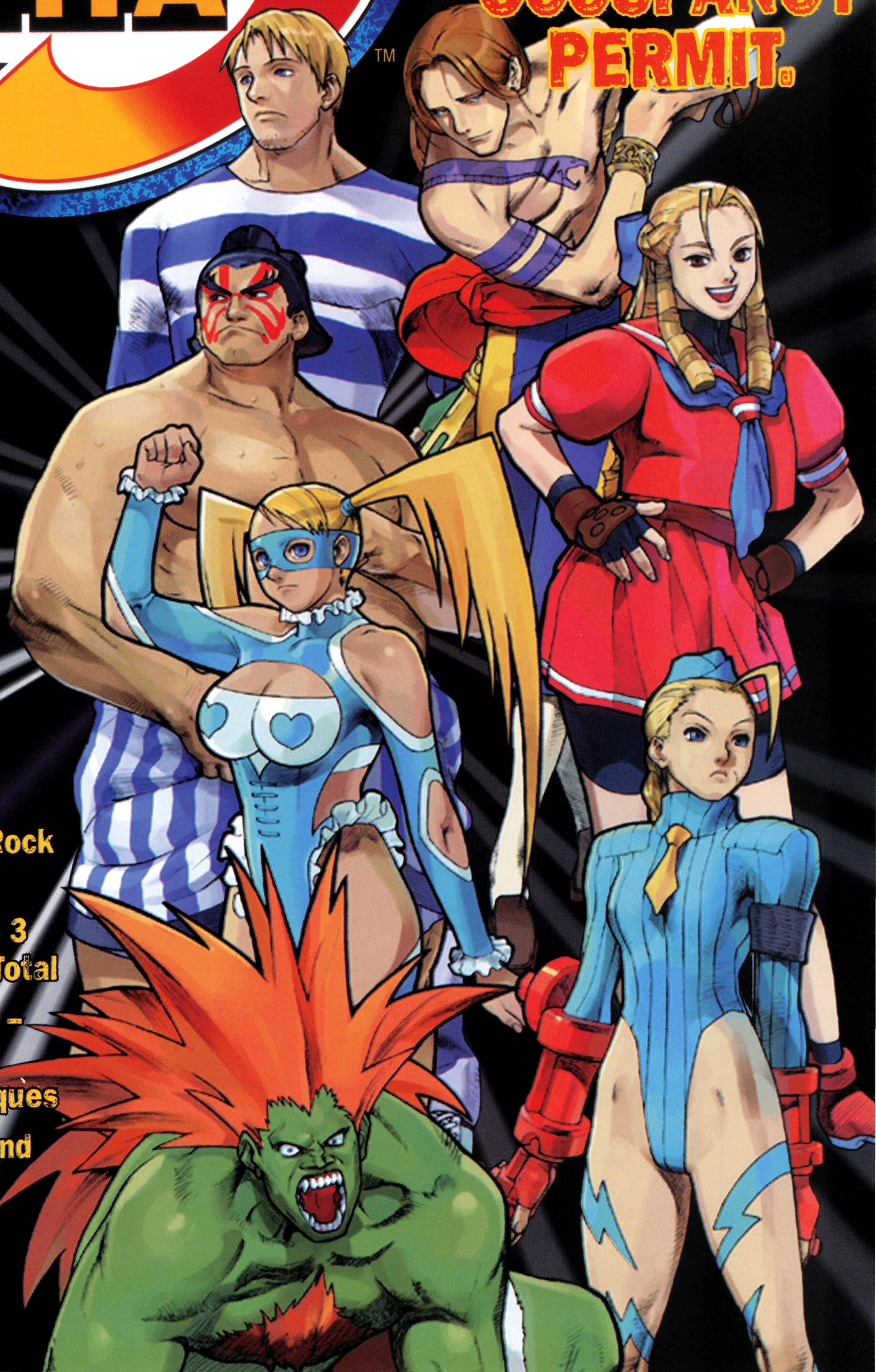

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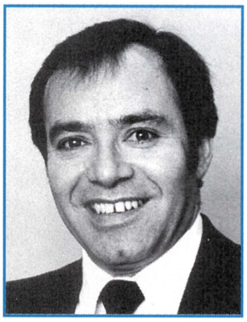
QSOUND

Arachnid victim of real-life twister



Marcio Bonilla

The staff of Arachnid Inc. of Rockford, Ill., returned to the company's home office Fri., June 19 to find the buildings devastated by a tornado that ripped through the area the previous evening.

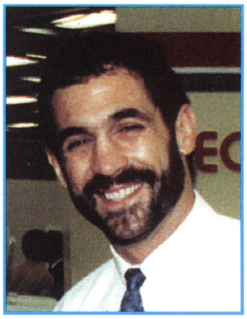
Marcio Bonilla, vice president of sales, said, "Neighbors said they saw a twister, the funnel clouds, take the roof off the engineering building and several others in the area."

Arachnid's complex includes several buildings: manufacturing, engineering, and office. Only the manufacturing and engineering buildings were hit, said Bonilla, but the damage to the engineering building alone was over $1 million. There was some damage to the home products inventory but very little to coin-op inventory, assured Bonilla.

There were no telephone lines available the next day since poles were down and trees had fallen in front of the building. The company was undaunted, however, and it was not long before it was back up to speed. How did they do it? Bonilla said people were cramped together and they worked hard to maintain the flow of normal business.

He added, "Luckily, it happened at night when no one was here and no one got hurt. We can fix the rest."

Ballouz joins Namco



Frank Ballouz

Namco Europe Ltd. has gone stateside to find a new international sales and marketing director with the appointment of experienced industry figure Frank Ballouz. He will relocate from his current base in San Francisco, Calif., and will be working from Namco's European headquarters in West London.

In an amusement industry career which dates back over 20 years, Ballouz has held senior sales appointments with a number of companies including Atari, Nintendo, and Capcom, in addition to running his own company, Fabtek. His most recent position was with Nolan Bushnell's ill-fated PlayNet.

Namco Europe's managing director Mike Nevin said of the appointment, "In Frank we have secured an individual of the highest calibre to fill what is an extremely demanding position. I am delighted that Frank has agreed to join us, and look forward to welcoming him to Namco Europe."

Ballouz can be reached at Namco Europe headquarters, (0181)324-6000.

Update on SNK-Atlus suit

SNK Corp. of Japan and SNK Corp. of America announced June 26 that they had successfully defeated the lawsuit filed by Atlus Dream Entertainment Co. Ltd. against SNK for patent infringement.

According to SNK, on June 1 the Federal District Court in Los Angeles dismissed Atlus' lawsuit which sought to prevent SNK from selling its *NeoPrint* photo sticker machine.

NeoPrint
16 Photo Stickers
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NEO PRINT

SNK's *NeoPrint*

John Barone, president of SNK Corp. of America, said, "We are pleased that the court has vindicated SNK by dismissing Atlus' claims with prejudice, barring Atlus forever from suing SNK in the unjust claims submitted to the court."

The lawsuit revolved around U.S. Patent No. 5,343,386, known as the Barber Patent for the name of the designated inventor. Atlus acquired a license to the patent, but because the purported invention was offered for sale over a year before the patent was applied for, the patent cannot be enforced, stated SNK, which also added that *NeoPrint* did not infringe on the technology claimed in the Barber Patent.

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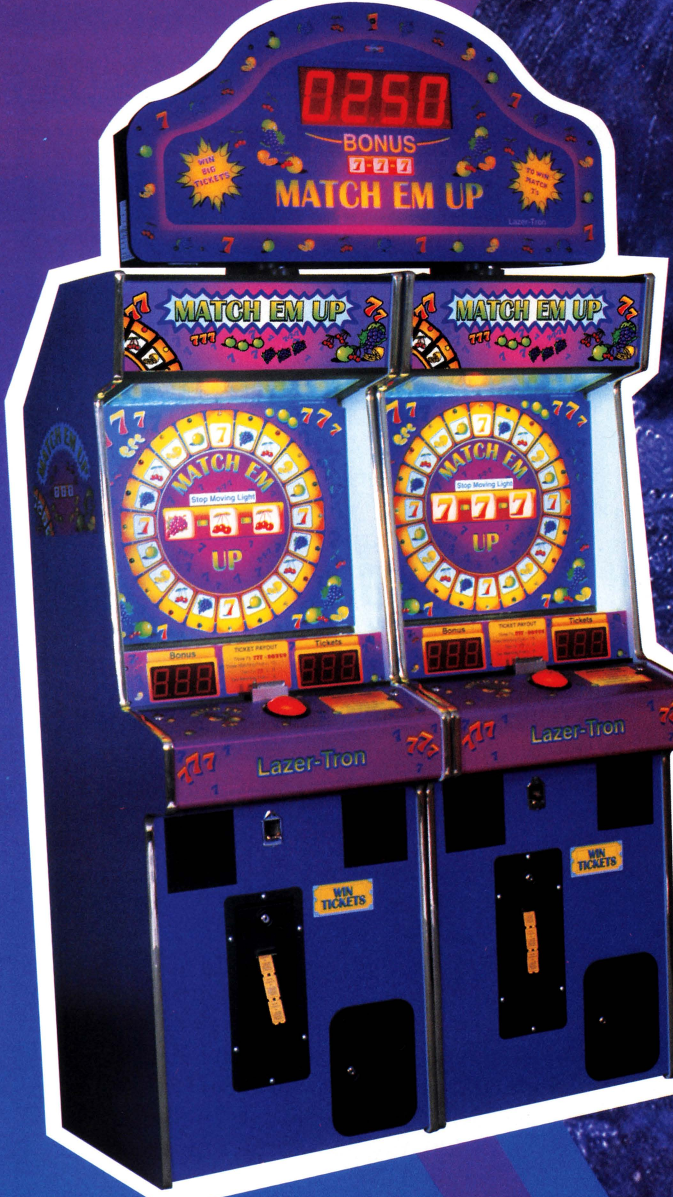

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MATCH EM UP
MATCH EM UP
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Bonus
Tickets
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Gregg Borman -
Camelot Park Livermore, CA

"Players of all ages love it, women were lined up to play. Customers want a bank of them to sit and play at. Customers have been arguing over who was next to play."

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Fun Expo expands conference program

On its eighth outing, the Fun Expo plans a newly expanded conference program for amusement business personnel to keep pace with the hottest new ideas and information needed to compete in the marketplace of today and tomorrow. The show is slated for Oct. 14-17 at the Orange County Convention Center in Orlando, Fla.

According to Reed Exhibition Companies, show organizer, this year's show floor will feature over 400 suppliers with a full spectrum of products and services for family entertainment centers (FECs) and location-based entertainment centers (LBEs). Owners, operators, and developers of such facilities are scheduled to attend, along with those in similar businesses: amusement parks, go-kart tracks, bowling centers, themed restaurants, skating rinks, shopping centers, resorts, and arcades.

Christine Ford

Exhibit floor hours are 12:15 p.m.-6 p.m. Thu. Oct. 15; 10 a.m.-5 p.m. Fri., Oct. 16; and 10 a.m.-3 p.m. Sat., Oct. 17.

Fun Expo will offer a three-tiered program of basic Core Curriculum Sessions, Advanced Sessions, and Targeted Programs for attendees searching for solutions on specific issues. Sessions will address seven areas of focus: operations, technology, development, management, marketing, legal, and food and beverage.

The program is as follows:

Core Curriculum/Fun Pass Sessions: The basics for those new to the business including sessions titled "Building Your Business with Coin-Op," "Creating a Birthday Party Vision," "Large Menus in a Small Kitchen," and "Laser Tag: Doing it Right the First Time."

Advanced Sessions: For established FEC/LBE owners, operators, and managers looking to polish their skills. Three tracks are offered: Advanced FEC Operations, Advanced Training and Management, and Advanced Marketing. Each track includes several sessions.

Targeted seminars: For attendees searching for answers on particular issues, two areas are covered—Amusement Rental Business Forum and Location-Based Entertainment Development Program. There is a separate fee for these sessions.

This will be the second year for the Location-Based Entertainment Development Program. The special one-day event is Wed., Oct. 14 at the convention center. Sessions include "New Entertainment Business Models: Roadmaps for Success," "Location-Based Entertainment Funding: Corporate Sponsorships and Other Opportunities," "Building a Brand Identity: Standing Out in a Crowd of Me-Toos," and "Through the Looking Glass: Previewing New Concepts in Location-Based Entertainment."

Also on the Fun Expo agenda, a round table luncheon program with discussion groups for bowling centers, movie theaters, miniature golf centers, small amusement parks, and more.

Attendees can purchase a Fun Pass for full access to the trade show floor plus all Core Curriculum/Fun Pass industry sessions. A Super Pass Package includes access to all conference tracks, exhibit floor, choice of two round table luncheons, and a free copy of the 1998 Funcyclopedia, a take-home collection of conference session handouts.

Christine Ford, director of industry development for Fun Expo, expressed enthusiasm for the new and expanded conference program, adding, "We are also pleased to work closely with a number of industry associations to develop successful seminars addressing the educational needs and hottest trends of interest in the FEC and LBE trade now and in years to come."

In addition to the International Association of Family Entertainment Centers, the show's sponsoring organization, Fun Expo has worked closely with a number of other associations including The Children's Entertainment Association, the International Recreational Go-Kart Association, the Amusement Rental Association, and the Miniature Golf Association to develop an all-inclusive conference program catering to each industry niche.

For full details on Fun Expo or the Location-Based Entertainment Development Program, call 888-FUN-EXPO or (203)840-5606; fax (203)840-9606.

Lazer Runner comes to The Pointe

Laser Runner, the laser tag system from Ascension Productions, is being installed in Orlando, Fla.'s newest retail and entertainment center, The Pointe.

The facility, on the top floor of the famed Wonderworks Building on International Drive, features retail and entertainment giants such as Disney Worldport, The Gap, Namco, Starbucks, and an IMAX theater. Lazer Runner will occupy about 7,000 square feet of space and be named Lazer Works.

Ascension president Kenn Schurek said, "This is one of our first ventures into high-profile entertainment-based shopping centers. Landlords of these centers are always looking for unique, high-quality attractions and Lazer Runner delivers the goods. We believe this is another step to further develop potential marketplaces for Lazer Runner." Lazer Runner laser tag systems are in over 300 locations in 14 countries.

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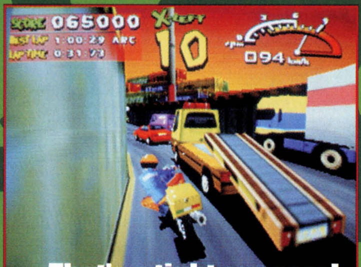
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LAP TIME 0:31:73
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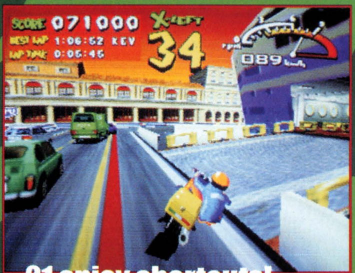
094 km/h

That's a tight squeeze!


SCORE 071000
BEST LAP 1:06:52 KEV
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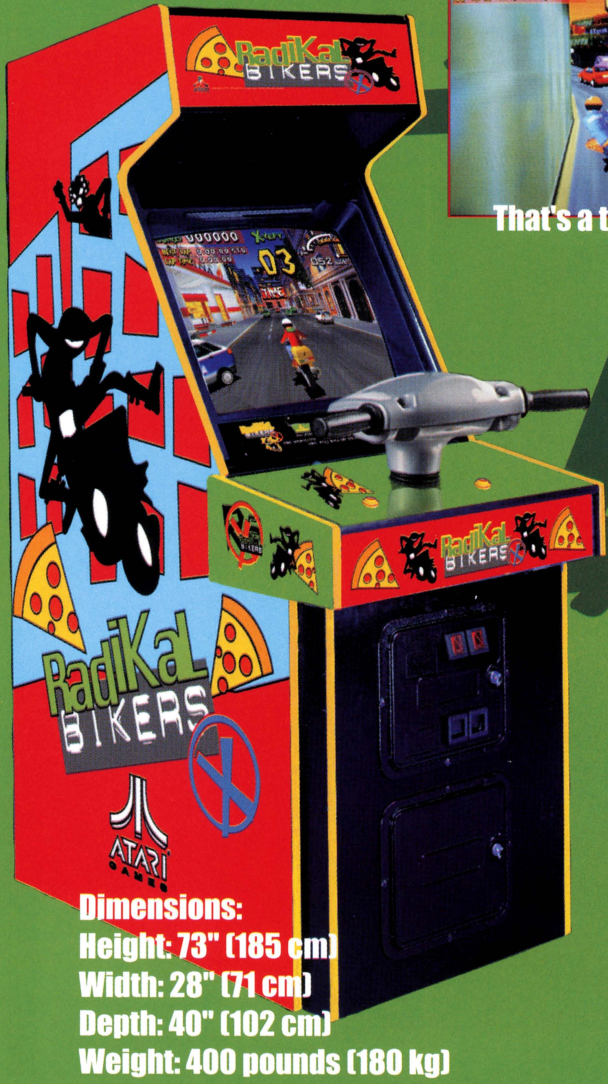
21 spicy shortcuts!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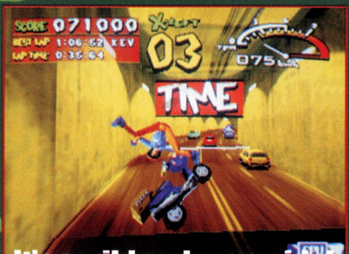
SCORE 071000
BEST LAP 1:06:52 KEV
LAP TIME 0:35:64
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TIME

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Corriveau and Corely receive award

Dave Corriveau (l) and Buster Corley .

The innovators behind one of the nation's leading entertainment and restaurant concepts, Dave Corriveau and Buster Corley of Dave & Buster's, were named Entrepreneur of the Year for the Southwest Region in the entertainment category by the Entrepreneur of the Year Institute.

The organization, which acknowledges accomplishments of the world's great entrepreneurs, reviewed Corriveau and Corley's overall contribution to both society and business. They based their selection on the company's background, special skills, experience, major accomplishments, and participation in business as well as community and civic organizations. The selection of key management along with employee and customer relations were also taken into consideration.

"It's very rewarding to be recognized by the business community for the impact D&B has had on both our employees and the restaurant and entertainment industry," remarked Corriveau. Corley concurred, "Whatever accolades we received from this simply have to be shared with our management team and the more than 3,500 members of Dave & Buster's."

Corriveau and Corely now will be considered for a national and international Entrepreneur of the Year Award, and each regional award recipient will be inducted into the Entrepreneur of the Year Institute.

Dave & Buster's in a leading upscale restaurant and entertainment concept, currently with 13 locations across the United States and four more openings slated for this year. D&B also has a seven store licensing agreement with Bass for a chain of D&B's in the United Kingdom.

Meeting of the minds

Ohio Coin Machine Association members recently met with Congressman John Boehner, chairman, House Republican Conference, regarding their concerns over the FDA's punitive regulations concerning cigarette vending machines and proposed tobacco legislation. From left: Ronald Rentz, R & Z Vending; Kerry Shaffer, Shaffer Amusements; Boehner; Nancy Baxter, Pioneer Vending; Jim Hayes, Gem Music; and William Westerhaus, Pioneer Vending.

In Memory Scott Milner

Scott Milner, the parts manager for the Oklahoma office of SunBelt Amusement & Vending, passed away July 5 following a battle with cancer. He was 31.

"We've been overwhelmed all week," said Amy Leazer of SunBelt, the day following the services, which were filled with friends and family.

"Scott jumped in and helped everywhere," said Leazer. "He was such a good guy, a hard worker, and very conscientious. He was always there for the company, loading and unloading trucks and servicing games, as well as working in his own department. He gave SunBelt 100 percent of his abilities. "

Milner joined the staff in 1987 as the shipping/receiving clerk and later moved into the parts department. He thought his battle with cancer was over after an earlier bout with the disease, which went into remission. But on May 11 he found out that it had returned and his condition was terminal. Scott had a positive outlook, remained in good spirits, and was encouraging to others.

He was well-liked by SunBelt employees, customers, and vendors; he will be missed immensely. Scott is survived by his wife Lisa. Messages of sympathy can be sent to Mrs. Milner c/o S.B. Amusement & Vending, 614 W. Sheridan, Oklahoma City, OK 73102.

Scott Milner (c) with Brian Gorsich (l) and Doug Valentino of SunBelt.

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Southland comes to New Orleans

Lafayette, La.-based Southland Distributors held a spotlight show for the NSM *Sapphire* jukebox and countertops from Midway and Merit. Are countertops doing well? Operator Bob Wenger of Jefferson Music told us that in one of his locations the barmaids spend all of their tips in the machines! All agreed that countertops have been the shot in the arm that operators needed. Southland's Paula Russell concurred, "We were a little hesitant about selling countertops because of the gaming status in Louisiana, but as of Jan. 1 we have been able to sell them and sales have skyrocketed. You'd be amazed if you knew how many we've sold in six months!"

Keith White and Todd Martin of NSM chatted with operators about the *Sapphire* jukebox, that Russell called one of the best jukeboxes she's seen. White came in a service capacity to show operators how service-friendly the machine is while sales manager Martin talked one-on-one with operators pointing out that the *Sapphire* can be customized, making it truly the location's jukebox. Russell said, "NSM is one of the finest manufacturers in this industry from the standpoint of standing by their product and the quality control."

Merit's Ray Salazar also talked one-on-one with Louisiana operators on the merits (excuse the pun) of the *MegaTouch XL* countertop. In fact, *Play Meter's* editor Valerie Cognevich challenged Keith White to a trivia challenge and the two were mesmerized for at least an hour. "OK, Keith, it's you and me again at AMOA, if you're up to the challenge!" she said.

Southland's David Goudeau (l) and Merit's Ray Salazar (r) with Lucky Coin's Sal Teresi.

Southland's Paula Russell with Bob Wenger (c) and Vincent Marcello of Jefferson Music.

David Goudeau (c) welcomed Harold Amerson (l) of Harold's Amusement and Chris Kanellakis of V.J. Vending.

Mortal Kombat comes home

The fast and furious action of *Mortal Kombat 4*, has been shipped by Midway Games to retailers for the PlayStation and Nintendo 64. *Mortal Kombat 4* is the first Midway franchise PC title to be published and distributed by Midway since it regained domestic PC distribution rights this past March.

Byron Cook, president of Midway Home Entertainment, said, "Having shipped strong initial levels of both the PlayStation and Nintendo 64 versions of *MK4*, we are delighted at the initial reports of sell through at several retailers and are actively processing re-orders. *Mortal Kombat* is one of the most famous fighting series in the history of video games, and *MK 4* brings the franchise to a new level of excitement."

Midway Games introduced *Mortal Kombat 4* for the coin-op industry last summer.

Mars announces trade-up program

Mars Electronics has announced a program that will allow users of the company's VFM4 and VFM5S bill acceptors to easily prepare for the upcoming newly designed $20 bill. Customers will receive credit for their current bill accepters when they trade up to Mars' new LE3800 flash programmable bill acceptor.

"The trade up program was designed to help operators prepare for the new bill by giving them a clear upgrade path to electronic bill acceptors capable of taking the new notes," said Phil Wesel. "The new $20 bill is scheduled for introduction this October, while new $5 and $10 bills could be introduced as soon as next year." For more information, contact Mars, (610)430-2500 or fax (610)430-2694.

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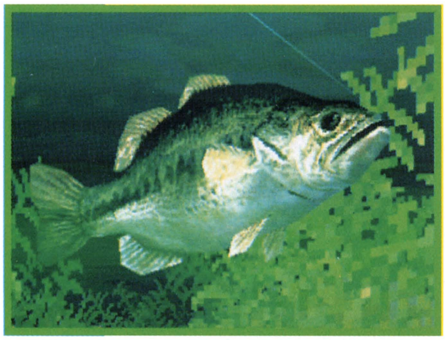

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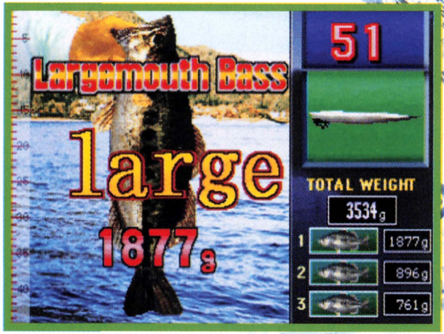
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Largemouth Bass
large
1877g
TOTAL WEIGHT
3534g
1 1877g
2 896g
3 761g

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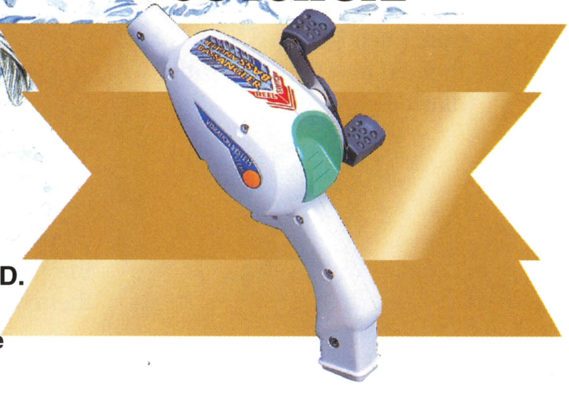

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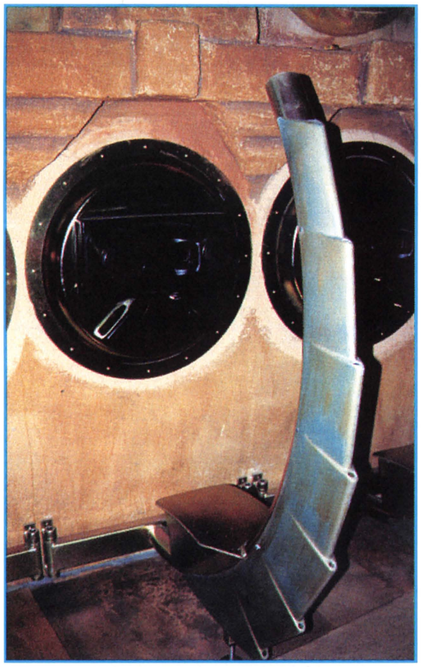
StrayLight installs virtual reality theater

Straylight Corp. has installed a 48-seat virtual reality theater inside Portugal's Telecom's Virtual Reality Pavillion at Expo '98, the last World's Fair of the 20th century running from May to September in Lisbon. With a new custom-designed VR display technology called Magna-Scope, StrayLight's theater installation provides guests with a highly realistic underwater adventure.


StrayLight's Magna-Scope virtual reality system.

The Magna-Scope offers an unencumbered viewing system with advanced optics. The visuals are projected inside the Magna-Scope units with 20 times the resolution and four times the field-of-view compared to other systems.

The Virtual Reality Pavillion is one of the chosen venues to remain open even after the fair closes in September. Upon entering the pavilion, each guest leaves reality behind and everything they now see, hear, and touch belongs to the lost world of Oceania. Guests are shuttled deep into the depths of the ocean where they experience theatrical-like explorations of the lost underwater civilization. Each Magna-Scope is themed as a personal submarine.

Namco promotes video games nationwide

Namco supports USA Network's "Beach Party" by supplying them with several coin-op video games to use in a block of its programming that targets 11- 21-year-olds. The block will air weekday afternoons from noon to 5 p.m., Aug. 3-28. It will include back to back movies skewed to teens and will include episodes of "Saved By The Bell" and "USA High." Test segments will equal approximately 18 minutes per day and will combine aspects of MTV's "The Real World," TNT's "Dinner and a Movie," and MTV's "Beach House."

Namco leased the Malibu Riding and Tennis Club and retrofitted the main building and pool area into what they call "the ultimate teen beach house." Namco's *Motocross Go!* and *Downhill Bikers* were placed in two portions of the area. The VJs (hosts) lived, worked, and played in this beach house during the taping of the shows.. Viewers will see everything that happens as they interact with each other and guests.

MASTER
Out Master
IMPULSE ON SHOCKS

Tod Needham and Becky Israel on *Downhill Bikers*.

Dynamo asks operators

This is an interesting story, not just because of the outcome, but how Dynamo got there. Dynamo's *Top Brass* pool table, the first in the industry to be shipped at $1 play, was the subject of a call from an operator, Jerry Nigro of M&N Vending, who had an idea. It seems that Jerry's pool tables were commanding $1.25 cent play but the coin mech wasn't. Before he put them out he had to change the standard four-slot coin mech. He wanted to ask Dynamo if they could add an eight-slot coin mechanism that would allow operators to charge anywhere from 25 cents to $2 per play

Now here's the really good part: Dynamo's Chris Brady told us that Jerry's call came in on a Monday and by Thursday Dynamo had already made a corporate decision to make that change. Dynamo sent a fax to its 3,000-plus operator mailing list asking for opinions on whether adding the eight-slot coin mech would be an asset to the table or not. Brady said, "We got an overwhelming response and the majority said it would be a good idea to make that change. It's interesting to note that most of those who said they didn't think an eight-slot mechanism was needed were from areas not yet charging $1 per play"

Jerry couldn't be happier, but he said he's not really surprised. "Dynamo is very receptive to ideas from operators and they always listen to what we have to say. They're quick about making changes or corrections and they are always willing to help. I think they were already thinking about making the change, but maybe my call helped push them off the fence."

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Jazzland plans finalized

Ogden Entertainment of New York has finally received the go-ahead from the New Orleans City Council to begin construction of its Jazzland project. Ogden plans to build a 140-acre, $80 million entertainment complex in eastern New Orleans, La.

After clearing the final political hurdles, Ogden was given the green light to begin construction at the end of July. Plans are to open the new park on Memorial Day weekend 2000.

Jazzland developers, who have been working on the project for a decade, are expecting to attract 1.4 million visitors a year, not just from Louisiana, but from all around the country.

Ogden Enterprises, which recently purchased IAFEC president Harold Skripsky's Enchanted Castle family entertainment center complex in Lombard, Ill., is a Fortune 500 company that employs some 30,000 people worldwide.

According to the $2 billion conglomerate, the park will include rides, entertainment venues, and five themed areas: Jazz Plaza, Cajun Country, a replica of Pontchartrain Beach (an area amusement park that closed in the early '80s but still ranks high in the annals of local nostalgia), a section celebrating Mardi Gras, and one devoted to gospel music. An amphitheater and an eight-ride children's area are also planned in Jazzland. Ogden will manage the park.

Perfect promotion

Kodak!
Friends 4 EVER
Put your face on a sticker!

Kodak's *Sticker Prints* machine was ideal for promoting the movie premiere of Columbia/Tri-Star's "Madeline" June 28 at the Sony back lot in Culver City, Calif. The film is based on the popular series of girls' books by Ludwig Bemelmans. (Photo by Stephanie Allespack, Berliner Studio.)

AAMA and AMOA team up to promote shows

AMUSEMENT
MACHINE
ASSOCIATION

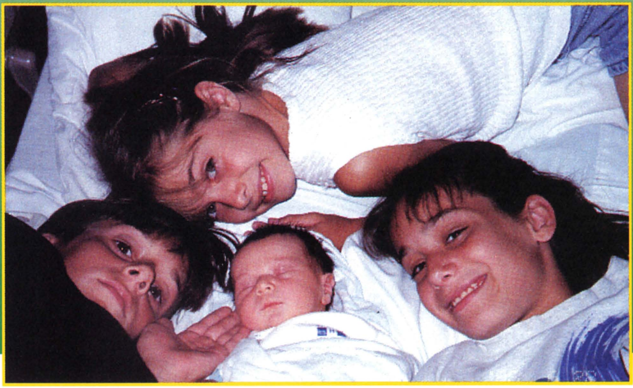
From left: Holley, Atari's Jackie Sherman, AAMA's Angela Orlando, and Lazer-Tron's Matt Kelly.

Rich Holley of Southeast Game Brokers snapped this photo at the Bowl Expo '98, the premier show for the bowling industry, held in Nashville, Tenn. We ran a photo of Rich in his own booth in our "Beyond the Playfield" section in this issue, but he sent this photo for a different reason. He drew our attention to the sign on the American Amusement Machine Association's booth which said, "If you would like to see a wider variety of coin-operated equipment, then please join us for Amusement Showcase International and AMOA Expo."

The two associations have joined forces to cross promote their shows, AMOA in the fall and ASI in the spring. The associations have agreed to promote each other's show whenever possible. "It is a significant alliance," noted Holley, who is on the AMOA board of directors. "Both AMOA and AAMA have made this cross promotion effort work. It will benefit the entire industry in the long run to see the associations working together as a team."

Namco welcomes baby Cosentino

Namco's Frank Cosentino and his wife Sandy are the proud parents of a new daughter Kylie Lynn, born June 25. Weighing in at a healthy 6 lbs. 5 oz. and 19 inches long, she was welcomed by brother Nick and sisters Katie and Cara. We join the Namco team in saying congratulations to Frank and his family.



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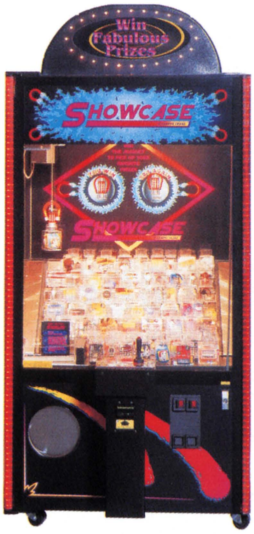

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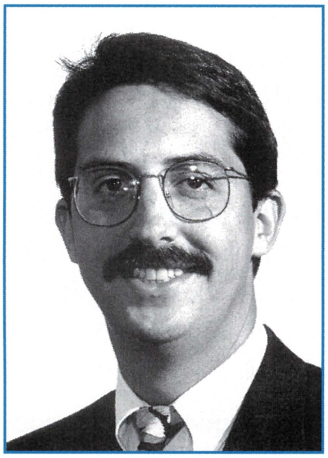
Namco Cybertainment emerges from Chapter 11

Company files reorganization plan


David Bishop

The industry was surprised when Chicago-based Namco Cybertainment recently submitted a Chapter 11 reorganization plan to the bankruptcy court in Delaware where the company is registered. The company advises that it has now filed its final plan, which calls for creditors to be paid in full.

Namco Cybertainment's David Bishop told *Play Meter* that it was always the company's intention to pay its creditors; the Chapter 11 status was not about reneging on debts. Rather, the Chapter 11 was filed because of changes in the industry.

He explained: "There were some serious problems with fixed, long-term leases that just didn't make sense any more with the industry changes and sales not the same. We had deals with some of our locations that were not realistic in today's industry. It was a choice of closing or filing Chapter 11 to give us the leverage we needed to renegotiate these leases. We've done what we wanted to do, and later this month when all the formalities are finished, it will be back to business as usual."

Innovative Industries left out

Fred Flintstone Lucky Eggs

In the July feature "Capsules Capture Coins" we accidentally left out the name of Innovative Industries in the listing of companies that supply capsule vending machines.

Apologies to Innovative Industries, which is known for its popular *Fred Flintstone Lucky Eggs* and *The Chicken Machine* animated egg vendors. The company offers new and reconditioned units and also supplies prize-filled egg capsules with same-day shipping. The company can be reached at (800)344-7467 or (417)358-6891; fax (417) 358-1849.

Sellner adds to product line

Sellner Mfg. has expanded its product line to include several new attractions: the *Dizzy Dragon* multirider, the *Rainbow Rock* walk-through playland, and the *Turtle Race* children's ride.

Dizzy Dragons can hold four adults or six children in each of four giant dragons complete with wings and tails. This is the sixth in a series of spin rides from Sellner.

Rainbow Rock features a jungle rainforest theme and offers a variety of activities: air slide tunnel, rotating maze, two bridges, a lookout tower, climbing ropes, punching bags, and a large slide with inflatable landing. It is mounted on a 200-foot pup trailer for convenient transportation and setup.

Turtle Race is the first in Sellner's Series I children's rides made up of eight Tommy Turtle characters that move in a circular motion. All Sellner's new and existing rides can be customized. Contact Sellner, (507)334-5584.

Worldwide Video offers CD-ROM game wrap-up

Worldwide Video of San Diego, Calif., offers a bonus with its regular newsletter (over 30 pages this time) that delivers unbiased reviews of video games. For the first time Worldwide includes a free CD-ROM that can be played on a computer and delivers video footage from all current coin-op games.

The second quarter newsletter also has a sneak preview of brand-new equipment, brochures on new products, interviews, and articles on the arcade PC initiative, consolidation in the industry, and smart marketing strategies.

For more information, or to obtain the newsletter and CD-ROM, call (800)729-69979 or (619)641-7400; e-mail (wwidevideo@aol.com).

A moving experience!

☛ **Southeast Amusement & Vending Corp.** has moved to a much-needed new facility: 2310 Success Drive, Odessa, FL 33556; (727)376-0900; fax (727)375-5955; e-mail (seamuse@gte.net).

☛ **Delta Play Co.**, designer and manufacturer of custom soft modular play equipment, has moved to new offices: 7198 Progress Way, Delta, B.C., V46 IJ2; (604)940-6020; fax (604)940-6022.

☛ **Andreu International Inc.** has moved to a new office: 1390 S. Dixie Hwy., Suite 1308, Miami, FL 33146; (305)665-4549; fax (305)665-6599; e-mail (aldoandreu@aol.com).

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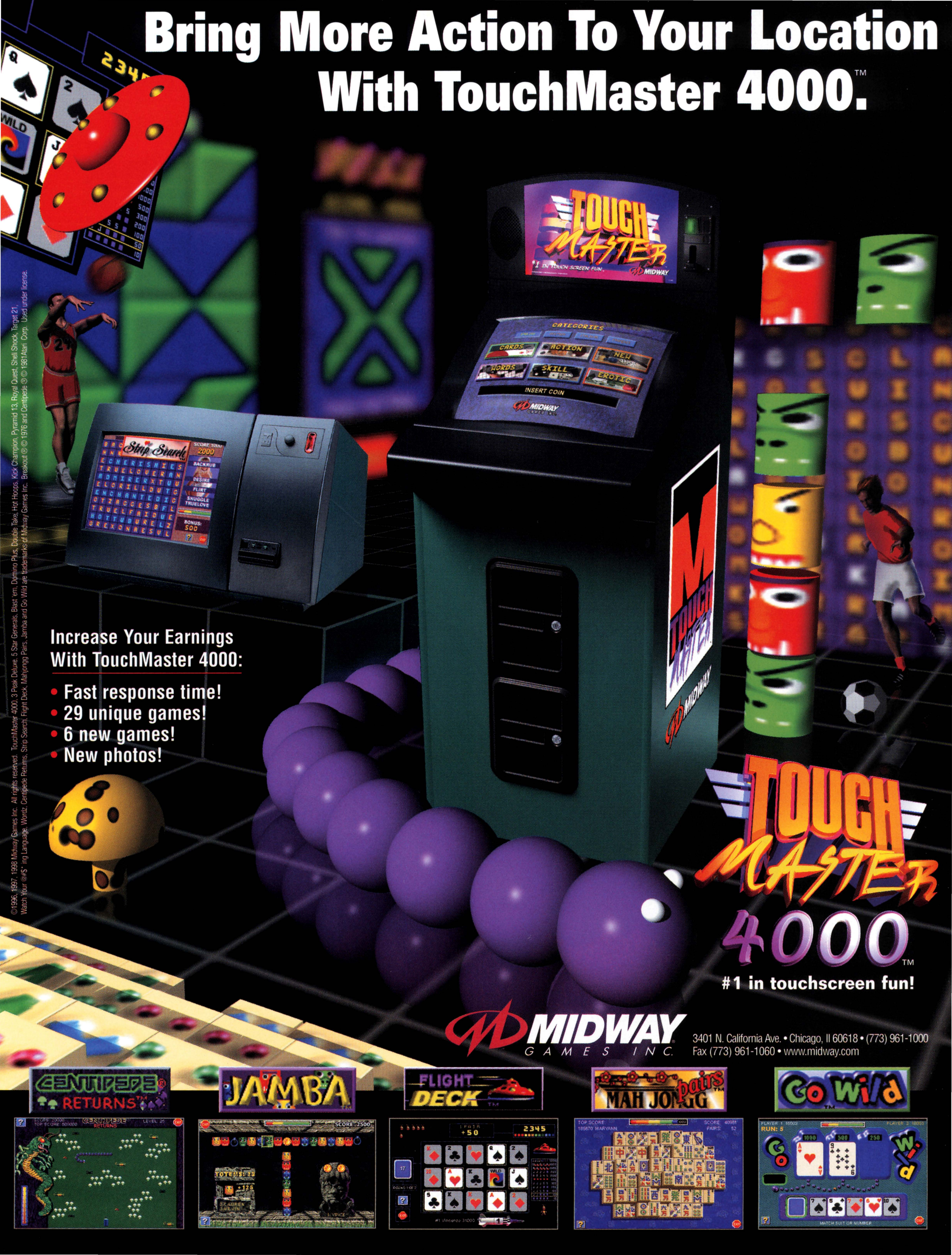
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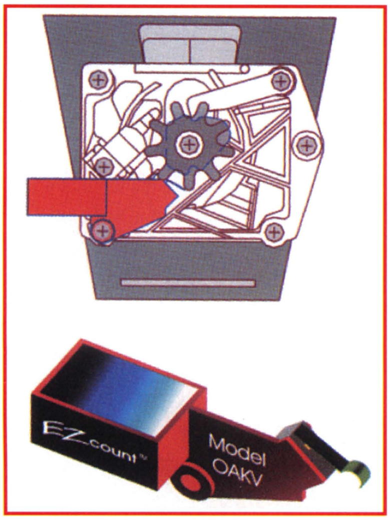
EZCount a boon for bulk vending



The EZCount for the Oak V.

EZCount, the coin counter from Nova Resolution Industries, was formally introduced to the bulk vending market at the recent National Bulk Vendors Association trade show.

The counter is a solid security unit that allows for precise money management by operators. New features were added to the previous EZCount; all new units now have a five-digit LCD display, five-year battery life, and advanced read-type microswitch that does not require any maintenance.

It includes a miniature counting mechanism attached to a mounting brace. This assembly permits one-step installation directly onto the machine's coin mech. EZCount does not interfere with any mechanical inner workings of the machine, is unobtrusive and non-resettable, and highly visible to the collector.

With EZCount operators know exactly how much money is deposited into their vending equipment such as nut/pan candy machines and gumball and capsule machines. The digital non-ac powered counter is ideal for non-ac powered vending equipment.

Nova envisions a time when operators will be able to expand and streamline their businesses without hassles such as lengthy collection cycles.

EZCount is currently compatible with all Oak, Vista, Acorn, and Big Oak models using 25-cent coin mechs; Northwestern Series 60 and 80; A & A's PN-95, PM-Elite, 2001, PM-Premier, PO-89, and PM-Supreme; all Ashland models using steel mechs; and generic giant gumball and interactive machines with new generation Beaver coin mechs. Nova is now in mold productions for units to use with ESD and Greenwald coin handling devices.

Nova plans to make EZCount available for 98 percent of all non-ac powered vending equipment this year. For more information, contact Elliott Porco at Nova, (718)792-6099; fax (718)863-1778; e-mail (EZCount@aol.com) (Plasma42@aol.com); Web sites (www. nova-resolution.com) (www.ezcount.com) (www.plasma42.com).

Triton, Gasper form alliance

Triton Systems and Gasper Corp. have agreed to jointly offer products that enable large Automated Teller Machine (ATM) deployers to fully integrate the service and support of Triton dial-up ATMs in their networks.

Gasper, a provider of ATM service management systems, monitors transaction activity of ATMs and hosts to detect and resolve problems affecting ATM availability for over half of the ATMs in the United States and 20 percent worldwide. Triton is one of the leading manufacturers of ATMs for off-premise locations.

Triton is providing Gasper with an enhanced version of Triton Connect, an advanced software package for dial-up ATM management that provides complete remote data retrieval and monitoring of the Triton Series miniATM Cash Dispenser. Gasper will integrate the Triton Connect package with its Gasper Manager, an automated ATM service management system for mission-critical retail delivery environments. Gasper will market the combined solution to shared customers.

For more information, contact Gasper, (937)427-5200; fax (937)427-5201; Web site (www.gasper-corp.com); or Triton (800)367-7191; fax (228)868-0437; Web site (www.tritonsystemsinc.com).

Camber's Morphis installed at Air Force Museum

Camber Entertainment, the United Kingdom manufacturer of simulator movie rides, installed its first Morphis Movie Ride Theater at the Air Force Museum Foundation Inc. in Dayton, Ohio, July 4.

The new machine is the centerpiece of a themed display where visitors can experience airflight. This is the fourth Camber installation at U.S. aerospace museums. Camber machines are also in the Astronaut Hall of Fame in Titusville, Fla., the PIMA Air Museum in Tucson, Ariz., and the U.S. Space and Rocket Center in Huntsville, Ala.

Morphis features a futuristic 14-seat capsule with state-of-the-art graphics and special effects. Together with a high-performance flight simulator motion system, the unit accurately reproduces the exciting sensation of flying in a fast jet, vintage bi-plane, or space rocket.

In other Camber news, the company has appointed new distributors to further develop its international markets–Loisirama in France, Venturer SRL in Italy, and C. Melchers GmbH & Co. to handle the Far East.

In addition, William Lantrip has been appointed director of sales and marketing in North America, to be based in Dallas, Texas; and Carol Heaton has been named marketing manager working from the company's United Kingdom headquarters.

Camber is the U.K. division of U.S.-based Camber Corp., established in 1996 to develop new simulation products, most recently the two-seat FX-2. For more information, call +44 (0) 1293-427920; fax +44 (0) 1293-42725.

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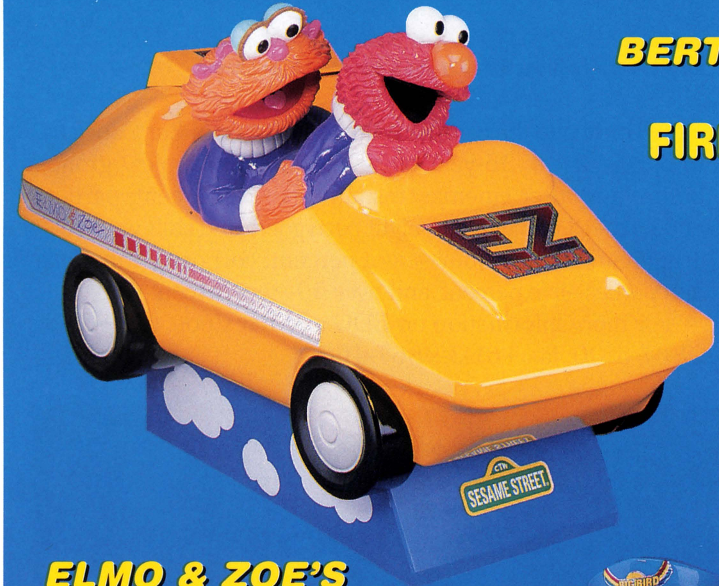

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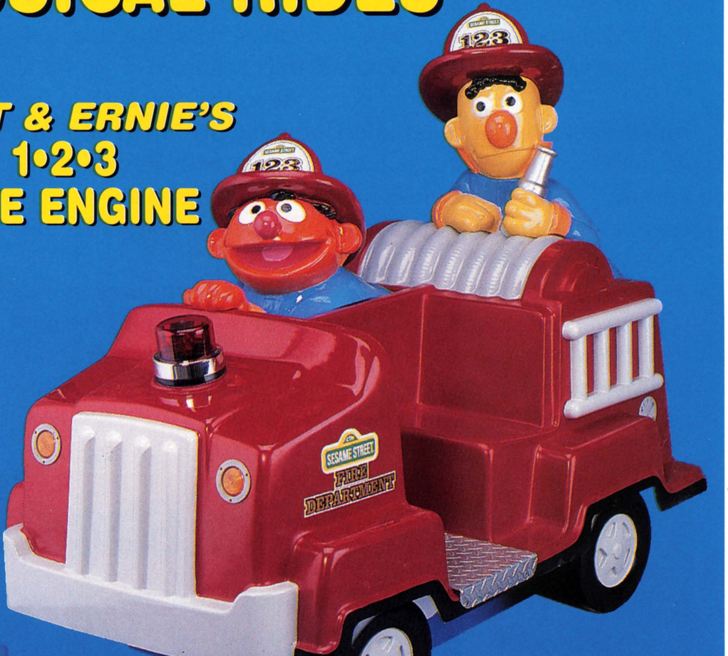

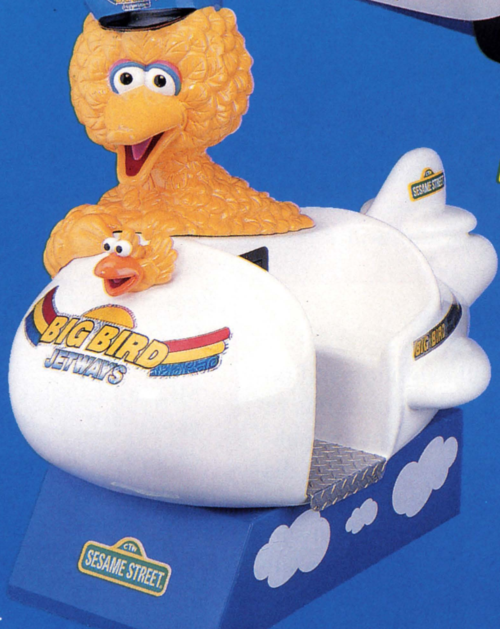

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EDG looks for Bar Code sites in North America

EDG Entertainment, the Melbourne, Australia-based company that created the new entertainment concepts of Bar Code and the Galactic Circus in its home territory, is set to begin construction on two more Australian Bar Code facilities and has turned its sites on North America. (See "Scoring Success," *Play Meter*, July pg. 121)

Jones Lang Wootton has been enlisted to aid the search for suitable American locations for the Bar Code concept for 21- to 35-year-olds. Appropriate venues would feature themed restaurants, cinemas, nightclubs, bars, and selected retail providing a one-stop entertainment shop.

EDG has been preparing Bar Code so the concept can be rolled out into other markets. Company president and co-owner Gary Berman previously worked with Village Nine Leisure, Sega, and Super Merge. He gained first-hand knowledge of the American market during years as Warner Home Video vice president.

Berman explained: "We are not in the numbers game where we have to roll out X number of units a year. We are opportunity-driven and have structured our organization and sites to be operationally self-sufficient, thereby allowing us to follow the opportunities as they arise."

Australia's New Rules Bar, Bar Code, may cross continents.

According to the company, the breakdown of Bar Code customers is: 21- to 35-year-olds—35 percent; couples/ groups before and after cinemas/restaurants—25 percent; parents and kids—15 percent; late-night partygoers and shift workers—10 percent; happy hour—eight percent; corporate functions and parties—five percent, and over-50—two percent.

For more information on EDG and Bar Code, call +61-3-9867-6100; fax +61-3-9867-4666.

Nightclub & Bar Show offers 40 seminars

The 24th International Nightclub & Bar/Beer, Wine and Beverage Retailer Convention and Trade Show, will offer a host of educational sessions at its Aug. 10-12 gathering in Orlando, Fla.

Of particular note among those sessions is one titled "Play the Money Game and Win!" which focuses on the significant increase in revenue that can be achieved with coin-op equipment. The American Amusement Machine Association (AAMA) sponsors this seminar that advises attendees on the best products for locations and how to work with successful operators to increase traffic and profits.

Other sessions include "Survey Your Patrons for Profits," "Sports Programming," "Targeted Promotions," "DVD 101: Format of the Future,"Media Plans That Make Money," and "Plan for Theme Success." A total of 40 seminars and workshops round out the program.

Also on tap (excuse the pun): a visit to local hot spots Church Street Station (Aug. 10) and Disney's Pleasure Island (Aug. 12), a Party and Cigar Social (Aug. 10), an evening Mixer Party (Aug. 11), and a visit to the multivenue complex The Boardwalk/International DJ Spin-Off (Aug. 11).

Show sponsors are a diverse mix including Midway Mfg. and Valley Recreation Products from the coin-op ranks; ESPN; The Nightclub Network; and a number of brewers, distillers, and importers, among other firms.

For more details on the event, call (800)247-3881 or (601)236-5510; fax (601)236-5541.

ATEI surveys exhibitors

A confidential questionnaire sent to all exhibitors at London's Amusement Trades Exhibition International has resulted in an 82 percent vote to retain the three-day format.

ATE chairman Martin Burlin said he was "aware of discussions at the January show" regarding a four-day event. Journalists brought it up at the post-show press conference and the board pledged a survey. "The show stands or falls on its ability to meet the needs of its customers," said Burlin, "hence our decision to gauge their views in such a way."

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AEM completes Malibu Grand Prix/SpeedZone Projects

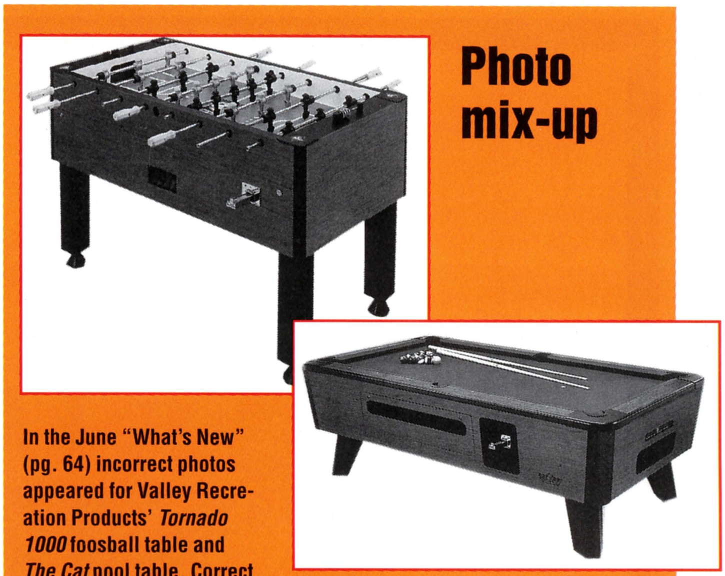
Amusement Entertainment Management (AEM) LLC, a subsidiary of Alpha-Omega Amusements, has completed a 12-month revitalization plan for the Mountasia/Malibu Grand Prix chain. The firm assisted in re-outfitting the center with revised game lineups, standardization of operating procedures and company forms, development of three new SpeedZone mega-centers, and integration of new game tracking software.

Frank Seninsky headed the project team that created a national program for Malibu's 48 centers, which involved managing more than 4,000 games. During the project Seninsky was appointed senior vice president of operations at Malibu.

AEM's chief financial officer Jerry Merola said, "The program's success can be directly attributed to teamwork, a strong commitment on the part of our client and staff, and the use of time-proven concepts. We established our goals early in the process and monitored our progress throughout each phase to insure that our client's targeted objectives had been met. Needless to say, we're quite impressed with the new Malibu SpeedZones."

AEM offers project feasibility studies, redemption program development, staff training, attraction selection, asset control systems, computerized game tracking, route management and analysis, revenue improvement programs for existing FECs and LBEs, and acquisition and valuation services. AEM can be reached at (732)254-3773, fax (908)254-6223, or e-mail (profitwizz@aol.com).

Photo mix-up



In the June "What's New" (pg. 64) incorrect photos appeared for Valley Recreation Products' *Tornado 1000* foosball table and *The Cat* pool table. Correct photos appear here. We are sorry for any confusion this may have caused Valley, its distributors, or customers.

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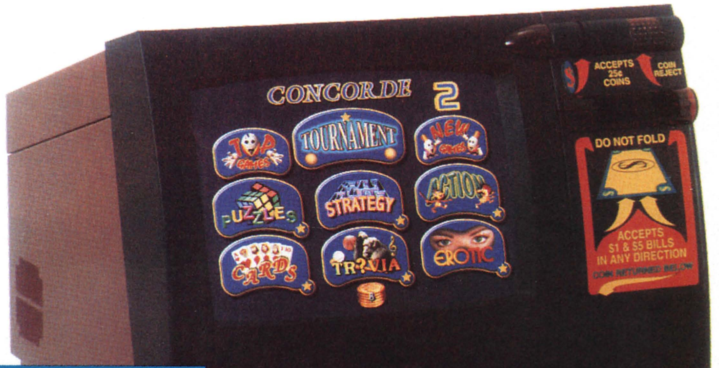
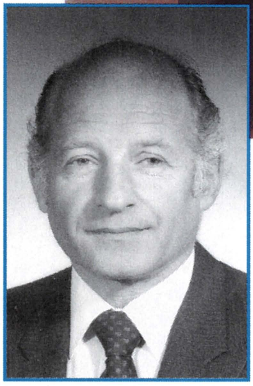
Gordon heads new JVL office

Summer promotion underway





Above: ***Concorde 2***
Left: Jerry Gordon

JVL Enterprises, the Canadian-based manufacturer of the *Concorde 2* touch screen game, recently opened a new office in New Jersey to be overseen by executive vice president Jerry Gordon.

In addition, the company is offering operators a rebate program that will allow them to save $200 on the purchase of *Concorde 2* countertop and upright games with 54 different titles in one unit. The summer promotion started July 1 and ends Aug. 31. An 18-month financing plan with no money down and no payment for 120 days is also available.

According to Mort Ansky, JVL vice president of sales and marketing, there are no limits and no minimum required purchases.

Regarding the new office, JVL's CEO Val Levitan said, "The opening of our New Jersey office is just another example of the continued growth and expansion JVL has recently experienced. With the unveiling of some new surprises at AMOA and IAAPA, we're also preparing for what we think will be a great fall season."

Gordon's New Jersey office will be part of JVL's national network of sales representatives that includes: Mort Ansky, (888)407-4290, Malvern, Pa.; West Coast, Valerie Bechtold, (800)730-2993, California; and Midwest, Jim Hall (888)290-4255, Michigan. Gordon can be reached at (973)364-0289 or fax (973)364-0362. JVL's toll-free number is (800)296-6657.

Have You HEARD

☛ A petition for liquidation under Chapter 7 of the Bankruptcy Code was filed in U.S. Bankruptcy Court in the District of Delaware on June 27 by **PlayNet Technologies Inc.** PlayNet introduced Internet-based entertainment products in 1996 including PlayNet Web, PlayNet Sports, and PlayNet Music. Although the company was headed by industry legend Nolan Bushnell, and offered a new concept in several categories of coin-op equipment, the products failed to capture a wide audience.

☛ Two major gubernatorial candidates will address the annual **Ohio Coin Machine Association's** annual convention and trade show Aug. 14 during the OCMA annual breakfast meeting. The speakers are Bob Taft (Republican), Ohio Secretary of State, and Lee Fisher (Democrat), former Ohio Attorney General.

☛ You can sponsor an event at the 80th annual convention and trade show of the **International Association of Amusement Parks and Attractions** in Dallas, Texas, Nov. 19-21. If interested, contact Ed Stone (edstone@bellsouth.net) or Maria Johns (mariajon@bellsouth.net), or call (615)824-2526; fax (615)824-0924.

☛ Interactive 3D game developer and licensor **Utopia Technologies** has been approved by Nintendo to develop a Nintendo 64 title. Utopia was responsible for compuer games Montezuma's Revenge and later Montezuma's Return, also coin-op *Countertop Champion* and *Countertop Champion II.* The company has focused recent efforts on creating its UVision real-time 3-D graphics technology and a home PC-based computer game. Utopia can be reached at (972)517-3377; fax (972)517-1616; Web site: (www.utopiatech.com).

☛ **The North American Gaming Regulators Fall Conference** will take place Oct. 18-21 at the Hyatt Regency Indianapolis in Indianapolis, Ind. Call (402)474-4261; fax (402)474-2426.

☛ **On Stage Entertainment** will work with **Kodak** to integrate Kodak Portrait Studio systems and other Kodak Themed Entertainment products into its Legends in Concert stage show environments worldwide. Guests can be photographed with favorite entertainers of the past and present such as Elvis and Tina Turner in high-tech photo systems.

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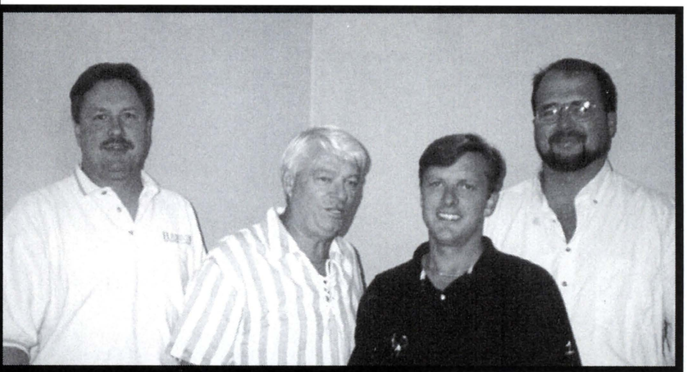
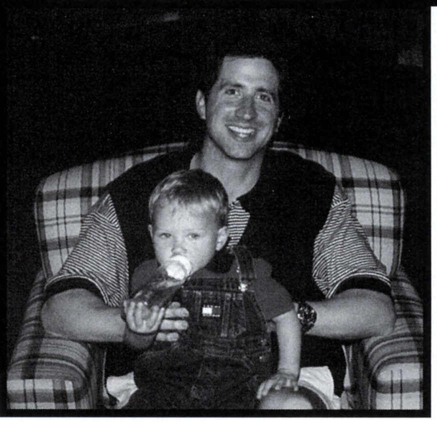


LEFT: **AMOA president Don Hesch selling the group on the importance of the parental advisory stickers.**

RIGHT: **At the cocktail reception, hosted by MOMA president Lloyd "Kiki" Williamson (with their drink glasses set aside for the photo!), from left: Jerry Borth of Hanson, Williamson, Mike Hawkins of D&R, and Niles Short of United Music.**



LEFT: **From left: Chuck Leininger of CDL, Linda Winstead of Lieberman Music, and Dave Gabrielli of Hanson drawing names for the door prizes.**

RIGHT: **Hal Lieberman of Lieberman Music, a fourth generation, keeps company with Cody Norberg, representing another fourth generation. Cody's dad Tim Norberg is the CEO of C&N Sales Co.**

Arrowwood, a Radisson Resort on Lake Darling at Alexandria, Minn., was the site of the recent annual summer Get-Together and Conference of the Minnesota Operators of Music and Amusements (MOMA). The monthly board of directors meeting and the association's general membership meeting were held in conjunction with the event. MOMA president Lloyd "Kiki" Williamson of Sugar Loaf Amusement presided over the meetings.

The first night, state association president Williamson sponsored and hosted a cocktail reception for all. The following morning, Don Hesch, president of the Amusement and Music Operators Association (AMOA) conducted the first of two seminars. The seminar and workshop focused on the issue of video violence and emphasized the importance of affixing the AMOA Parental Video Advisory Stickers to the video games on location. Operators joined in and discussed a variety of concerns including the potential problem of nudity as depicted in some games.

Jerry Fischbein, a retired advertising and marketing executive who now volunteers his expertise with the Service Corps of Retired Executives, conducted the second seminar titled "Quit Worrying About Your Competitors and Take Care of Your Own Business." The subject elicited a round of questions and comments from operators.

During the three-day event meetings with owners, managers, and league coordinators were held by both the MOMA Pool League Association and the MOMA Dart League Association. Issues related to the conduct of the 1998-1999 league season and upcoming state tournaments were confirmed.

In addition, there was a panel discussion and workshop on "Tournament Enhancement: Adding Sizzle for the Players." Panelists included promotion consultant Edie Baumgart; Chuck Leininger of CDL Inc.; Mike Hawkins of D&R Vending; and Dawn Orloff of Dahlco Music & Vending.

Other highlights included a down-home barbecue complete with chicken and ribs; golf; and lots of drawings for door prizes. Linda Winstead of Lieberman Music and Dave Gabrielli of Hanson Distributing, who were responsible for providing the numerous prizes, amused the crowd with their antics as they handled the drawings.

Dave and Linda, along with long-time executive director Hy Sandler, who coordinated the event, were responsible for the initial planning of the function. According to all, they did a marvelous job!

Re-elected officers were: president, Lloyd Williamson; vice president, Dave Lethert, Mendota Valley Amusement; Dan Knack of Dahlco Music & Vending; and Mike Hawkins of D&R.

Elected to the board of directors: Paul Dean of Dean Superior Music Co., Linda Suggs of Jubilee Music Co., and Wayne Vaverek of Brainerd Amusement Co. ▲

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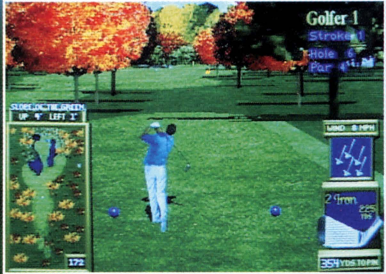
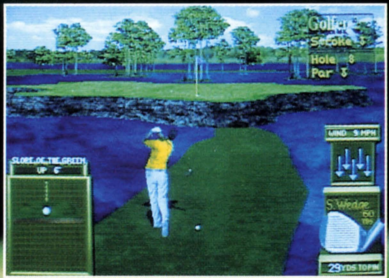
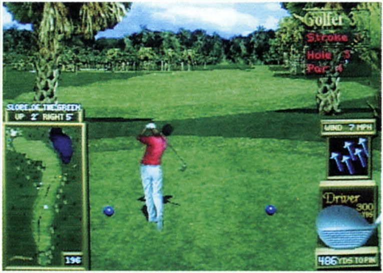

Golfer 1
Stroke 1
Hole 6
Par 4
SLOPE OF THE GREEN
UP 4' LEFT 1'
WIND 8 MPH
2 Iron
354 YDS TO PIN
172

Bayou Bend
Swampy Louisiana Marshes


Golfer
Stroke 3
Hole 8
Par 3
SLOPE OF THE GREEN
UP 6'
WIND 9 MPH
S.Wedge
29 YDS TO PIN

Palm Grove
Lush Hawaiian Tropics


Golfer 3
Stroke
Hole 3
Par 4
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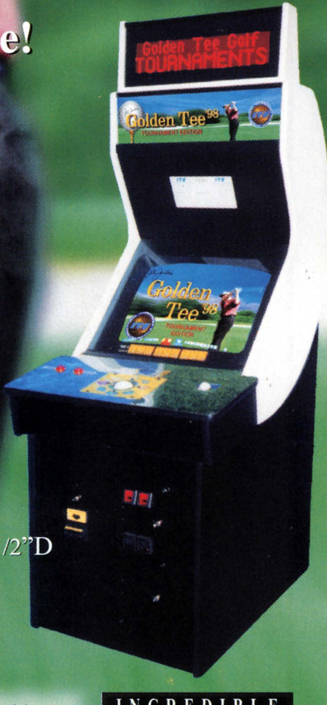
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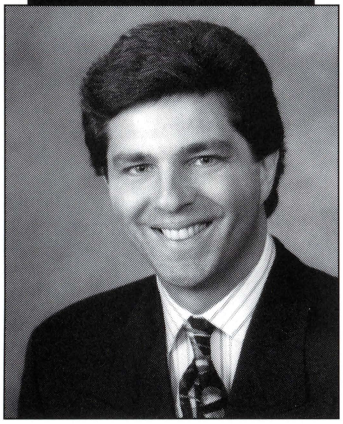

DREW MANISCALCO

Who's NEWS

Innovative Concepts in Entertainment has appointed **DREW MANISCALCO** to its sales team. He will be focusing on the domestic market, where he will oversee all West Coast distribution as well as several key distributors on the East Coast.

ICE president Ralph Coppola said, "We are very excited to have Drew as a member of our team, and now feel that the sales force at ICE has been rounded out so that all major areas of the country will be properly covered. With Drew's experience we feel that we are now in the best position to really work all of U.S. distribution."

The ICE sales team consists of Greg Kania and Maniscalco concentrating on U.S. distribution, and Gene Brogowski and Joe Coppola splitting the international markets and each handling several key U.S. distributors. Pete Walton of Plus Sales has been retained to assist overall with the rollout of the ICE crane line (*Sports Bus, Plush Bus*).

Maniscalco was previously eastern regional sales manager for Capcom Coin-Op. His career also includes sales positions at Data East and Nintendo. He can be reached at his New Jersey office, (732)530-9668; fax (732)530-9717.

Atlas Distributing of Elk Grove Village, Ill., welcomes **BOB EMMRICH** as its new purchasing agent and branch coordinator. Bob is a coin-op veteran who has spent over 15 years with parts supply companies such as Wico and Penn-Ray as a buyer. Emmrich can be reached at (847)952-7500; fax (847)981-9829.

The executive committee of the National Indian Gaming Association (NIGA) has chosen **JACOB COIN** as its new executive director. Coin assumed his new duties in July; he replaces S. Timothy Wapato. NIGA is an association of 168 Indian Nations whose mission is to protect and preserve Indian Nation sovereignty. Previously, Coin was executive director of the Arizona Indian Gaming Association. He can be reached at (202)546-7711; fax (202)546-1755. ▲

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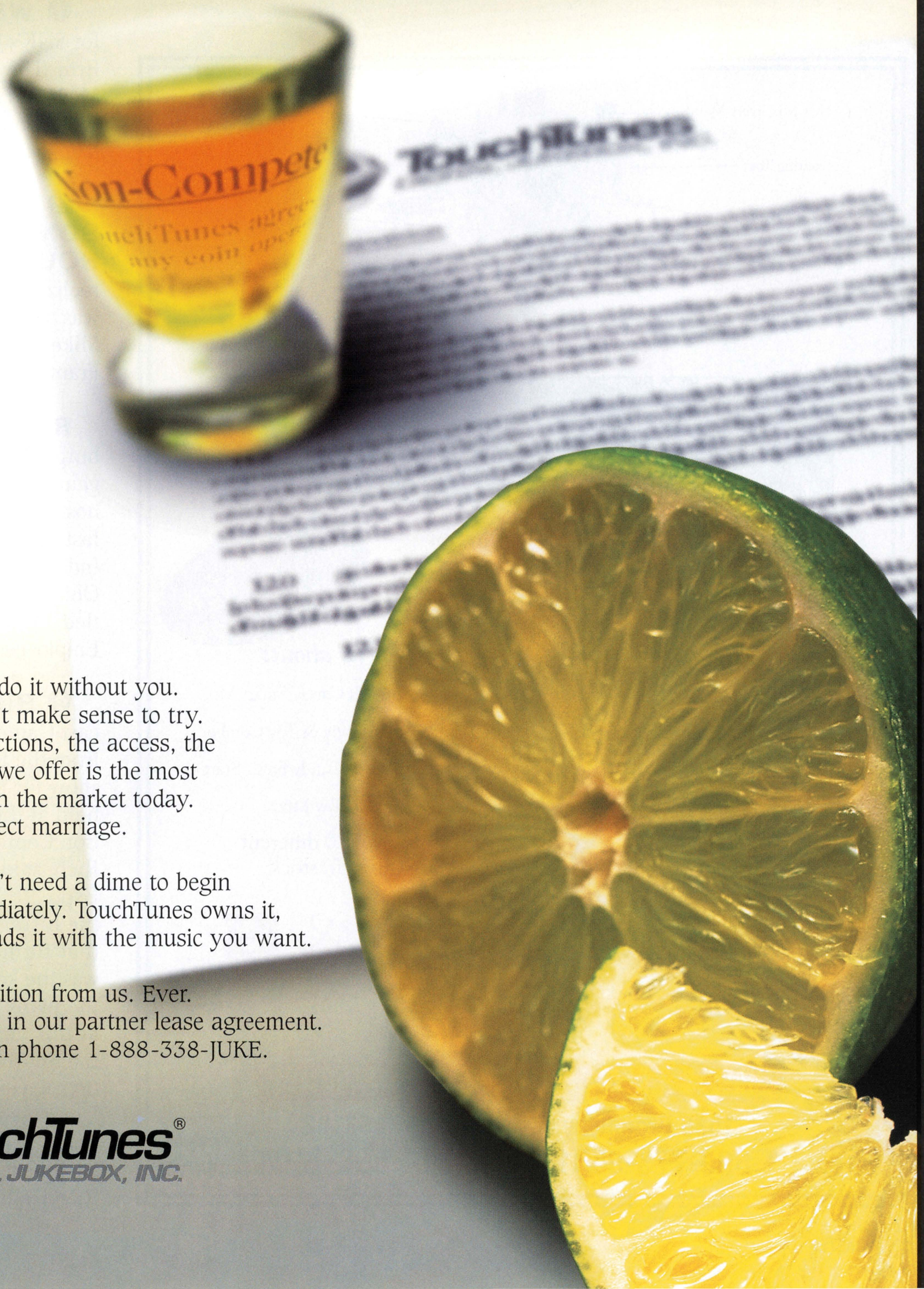

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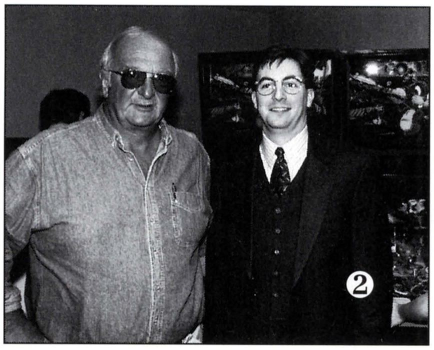

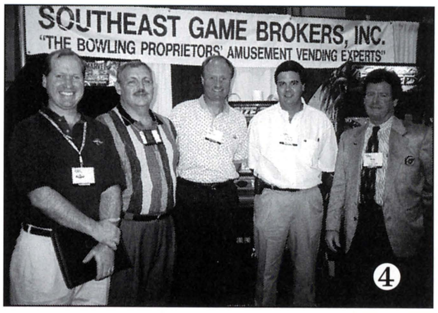
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"THE BOWLING PROPRIETORS' AMUSEMENT VENDING EXPERTS"
❹

❶ **WEDDING BELLS** rang for SNK's Jeff Yantz and his new bride Erin. They were married in Bay City, Mich., on May 2, and honeymooned in the Southern Caribbean. Congratulations to the couple!

❷ This photo taken at **BETSON'S NEW JERSEY OPEN HOUSE** ran last issue, but we didn't realize that the gentleman on the left was identified incorrectly. Betson's Mike Volpitta (r) is here with John Frantzis of Quassy Amusements.

ROCKY BLEIER, the Pittsburgh Steelers' fourth leading ground gainer and motivational speaker, will host the opening reception and breakfast at the fourth annual Amusement Industry Expo to be held in Cleveland, Ohio, Oct. 20-21. His speech will be titled "Motivating and Retaining Key Employees."

❹ **RICH HOLLEY** of Southeast Game Brokers sent us this photo from the Bowl Expo '98, the premier show for the bowling industry. It was held at the Opryland Hotel Convention Center in Nashville June 21-26. Rich said, "In every respect Bowl Expo '98 was the biggest and best in the history of the event." He added that former president George Bush was the keynote speaker, "just one of the many unique and special events at this year's show." Shown here at the Southeast Game Brokers booth, (l-r): Lazer-Tron's Matt Kelly, Terry Denning of Games by Terry, Namco's Tom Siemieniec, John Estridge of Southern Games, and Southeast's Rich Holley. ▲

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Route operators are quick to enjoy the higher profits that come from S&B "field-tested" candy crane mixes, toys and our new Bean Bag mixes. There's a new S&B candy mix every month, as well as professionally selected licensed and seasonal products. When it comes to candy cranes, S&B has the right answers.

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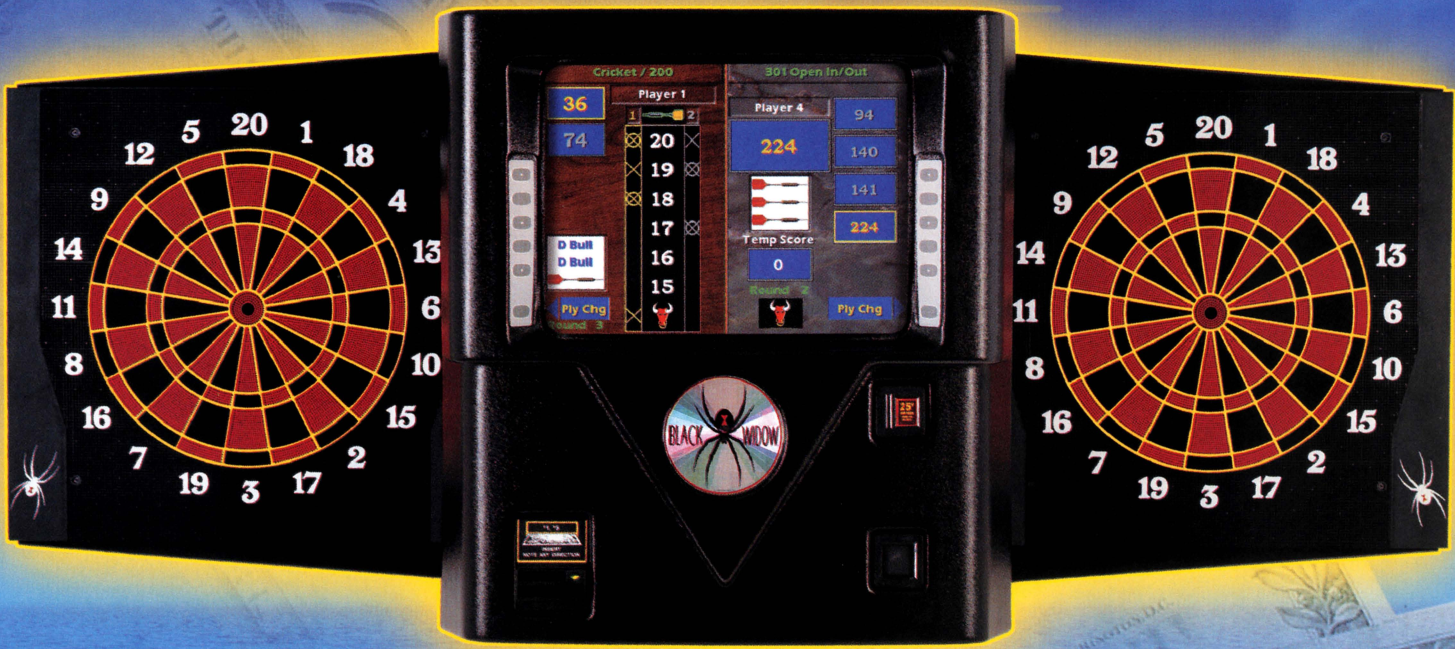
Double Your Coin Drop!

Double Your Profits!

BLACK WIDOW™

DEVOURS THE COMPETITION

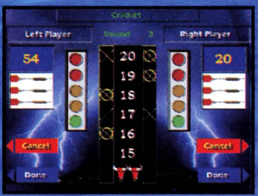

Cricket / 200
301 Open In/Out
Player 1
Player 4
36
74
224
94
140
141
224
Temp Score
0
D Bull
D Bull
Ply Chg
Round 3
Round 2
Ply Chg
BLACK WIDOW

Two Dart Games

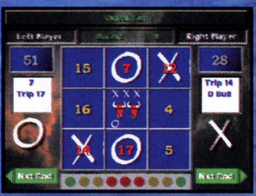
The Black Widow when played in the "split-screen" mode, is the full functional equivalent of two Galaxy games. Each side functions independently and offers all of the games and features of the Galaxy plus more.

Simultaneous Play (Head-to-Head) (Left vs. Right)

Traditional Games are more fun:

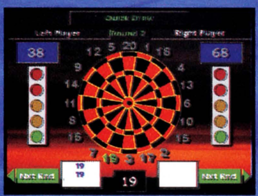

Cricket
Left Player
Right Player
54
20
20
19
18
17
16
15
Cancel
Cancel
Done
Done

Cricket-pile on points before your opponent closes the number.

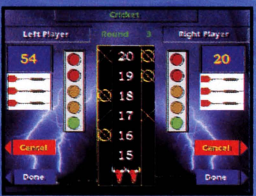

Left Player
Right Player
51
28
Trip 17
Trip 14
D Bull
15
7
16
4
14
17
5
Next Rnd
Next Rnd

Tic-Tac-Darts-close the number before your opponent.

New Games for new fun:


Quick Draw
Left Player
Right Player
38
68
19
Next Rnd
Next Rnd

Quick Draw-when the randomly selected number pops up, be the first one to score and steal your opponent's darts.


Cricket
Left Player
Right Player
54
20
20
19
18
17
16
15
Cancel
Cancel
Done
Done

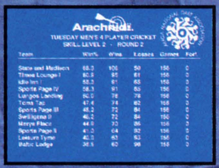
Quicket-Cricket with a twist. Hit the magic number first and steal your opponent's darts.

Easier League Play

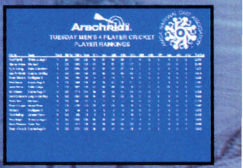
Enhanced two-way communications upload league matches, standings, and schedules. The games will be ready and waiting for the league players with no need for player cards. League fees are collected by the bill acceptor and reflected in the accounting on the screen.

Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET
LEAGUE SCHEDULE

League Schedules


Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET

League Standings


Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET
PLAYER RANKINGS

Player Ranking

Enhanced Dual Communications

In addition to the above, software enhancements and advertisements can be distributed with equal ease. For machines without a modem, completely automatic updating can be accomplished during collection with an industry-standard Jaz drive.

Advertising

An extensive catalog from Arachnid will provide pre-sold national ads and easily-localized ads. These ads capitalize on the great demographics of bars and taverns. It also advertises itself, your business, tournaments and other announcements of interest to one, some, or all of your locations.

Arachnid®

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FAX 815-654-0447

Merlin's Magic Touch and Classic Jukebox

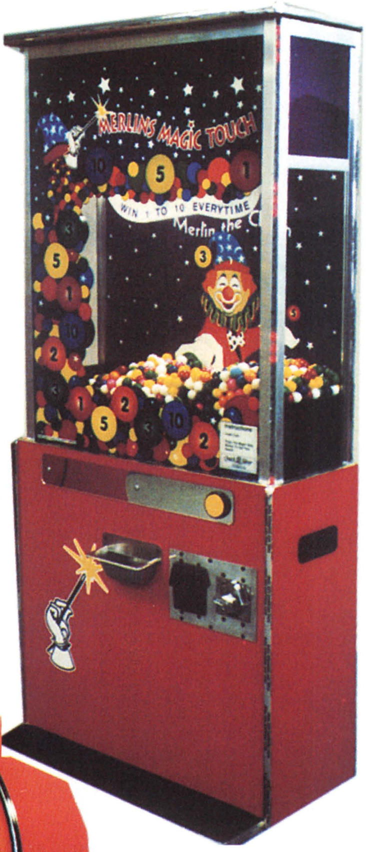
Quick Silver Development Co. has revamped two of its popular electronic bulk vending machines, *Merlin's Magic Touch* and *Classic Jukebox.*

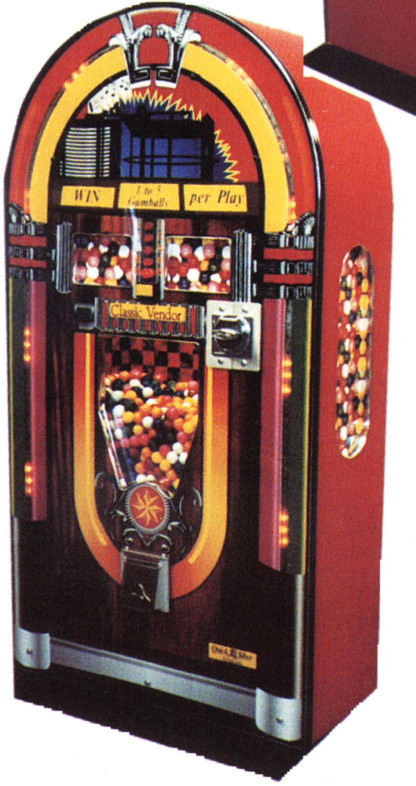
Merlin's Magic Touch, a skill stop electronic bulk vendor, now has a new bright red cabinet that replaces the old black one, and a colorful fun-loving clown now takes center stage as the backdrop for the new graphics. Quick Silver has combined many vibrant colors—red, yellow, green, blue, and purple—for a new festive look.

Merlin's Magic, a versatile bulk vendor, comes with more options and different configurations than any other unit in the market, according to the company. This interactive unit gets the customer involved by asking him to make a simple choice—the decision of when to push the magic button, thus stopping the blinking/moving award lights that display the next amount to be vended. The customer receives a prize every time, but now has the opportunity to receive up to 10 vends per play.

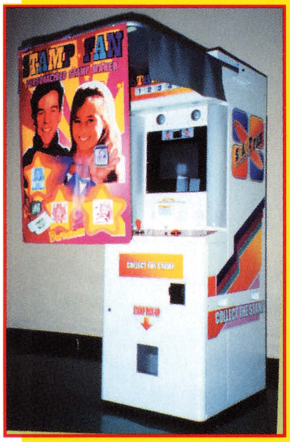
Classic Jukebox, an interactive skill stop vending machine, now comes in a bright red cabinet. The new bold color, in addition to its round top with classic 1950s styling, is designed to attract customers. It has four-color chasing rope lights, four-channel sound, and brightly colored graphics. When customers deposit their coins, they hear one of six short pieces of '50s and '60s rock music, the push-to-play button is activated, and five illuminated lights flash numbers from one to five. Once the customer has made the choice of when to stop the play button, he stops the blinking/moving award lights for a chance to receive up to five vends per play. However, he always gets at least one vended product.

For more information, contact Quick Silver Development, (702)888-8100; fax (702)888-8111.





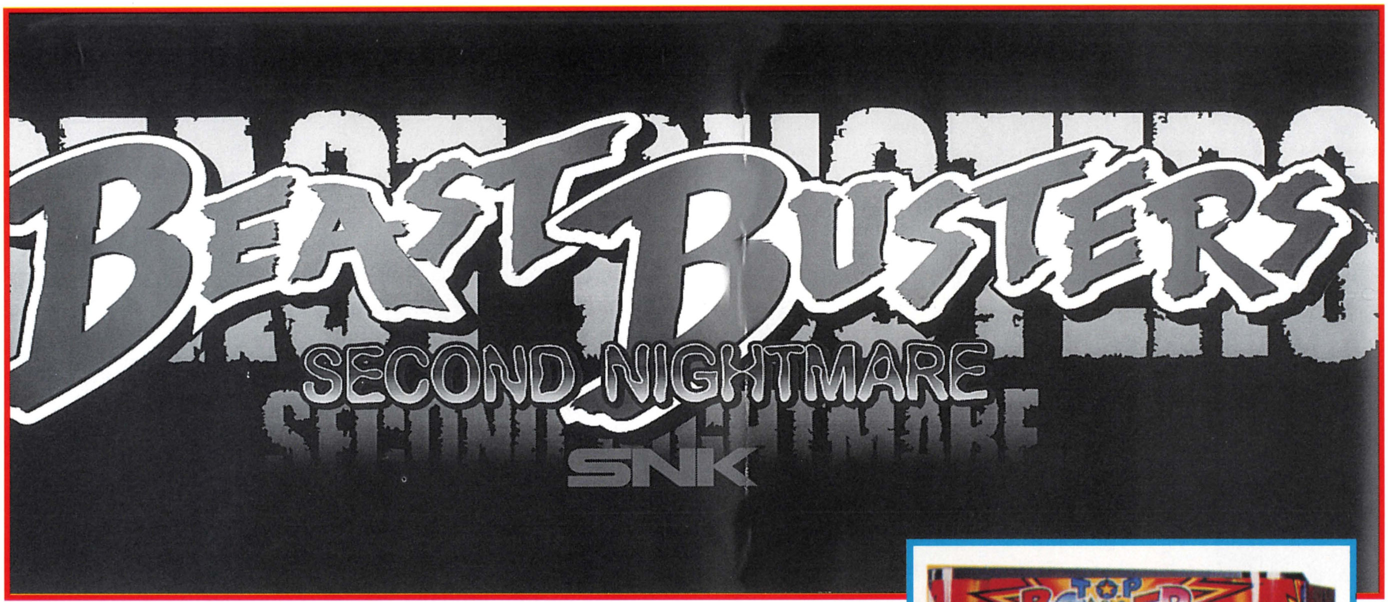
Stamp Fan



Video Systems U.S.A. is offering the *Stamp Fan*, a personalized stamp maker. The *Stamp Fan* lets a person literally stamp their face all over the place! It is a unique arcade machine that digitally captures the image of the customer and applies it, with a variety of customized patterns, to a colored stamp. Creating the stamp takes only 10 seconds.

First the customer chooses a stamp from a variety of colors, then all he has to do is say, "Cheese!" Once the image is captured, the customer can design a one-of-a-kind stamp by inserting their likeness into over 90 different fun patterns and even adding text. The options are endless.

For more information, contact Video Systems U.S.A., (714)894-3355; fax (714)894-3105.



Three from SNK

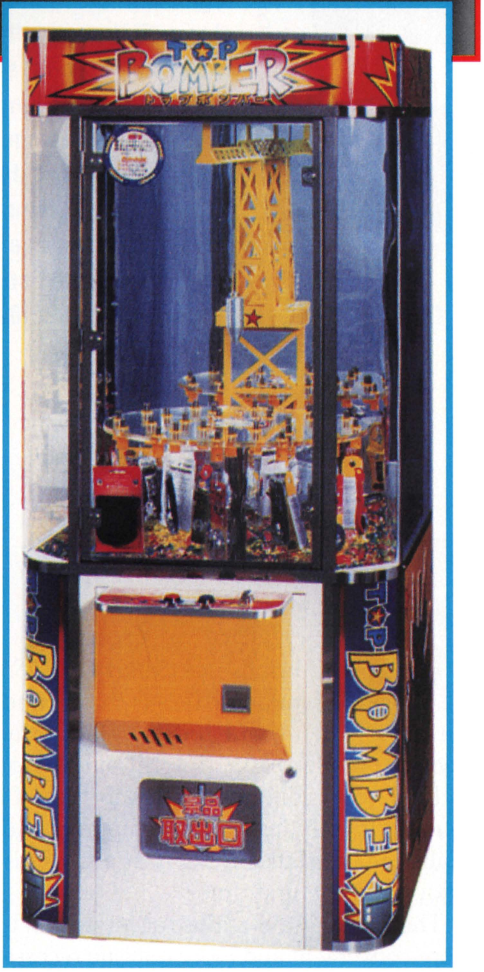
SNK has introduced two video games, one for the Neo-Geo and one for the Hyper Neo-Geo 64, and a redemption game.

Beast Busters: Second Nightmare is the first release for the Hyper Neo-Geo 64 gun system. It will be offered as a dedicated gun system cabinet using two guns. Mutant creatures run rampant throughout this game. Your mission? Destroy! The guns have a trigger for normal bullets, a launch bomb, and a pump for reloading. As with other Hyper Neo-Geo 64 platforms, other gun software will be produced to go into these cabinets.

King of Fighters '98 is the newest release for the original Neo-Geo system. It has 32 characters with special moves and strengths. King of Fighters '98 continues the fighting saga of the longest running fighting series SNK has offered.

Top Bomber is a two-button redemption prize game. Players aim for the buttons on the revolving turntable, move the hammer, and let it go. Hitting the button dead on with the hammer releases the prize. If you miss the prize, check the lucky counter. If you get a "7" you get another chance.

For more information, or distributor referral, contact SNK, (408)292-4550; fax (408)292-4271; e-mail (snksbarone@snkusa.com).



Soccer Shot

Olive Entertainment introduces *Soccer Shot*, a bulk vending machine, similar to the popular *Hoopzgum*. The company calls *Soccer Shot* the next level in bulk vending. It is interactive and customers play until they win. It can vend gumballs, jawbreakers, super bouncy balls, and secret centers. The key is providing entertainment and a challenge to players. It does not need electricity and because of its size is much easier to place on location.

For more information, contact Olive Entertainment, (888)281-7710 or (920)822-5799.

Lollipop Exchange

West Coast Mfg. introduces the *Lollipop Exchange*, a bulk vending machine for an irresistible lollipop vend. It is a mechanical crane scoop-type bulk vending machine that is fully interactive. It allows the customer to choose any kind of pop he wants from the inventory with the scoop.

The customer scoops up the pop of his choice, places it in the tray, inserts a coin, turns the Beaver mechanism, and watches the pop travel through a clear zig-zag tube to the dispensing area. The machine can also vend capsule toys, bouncing balls, and puzzle balls up to 1-1/2" in diameter.

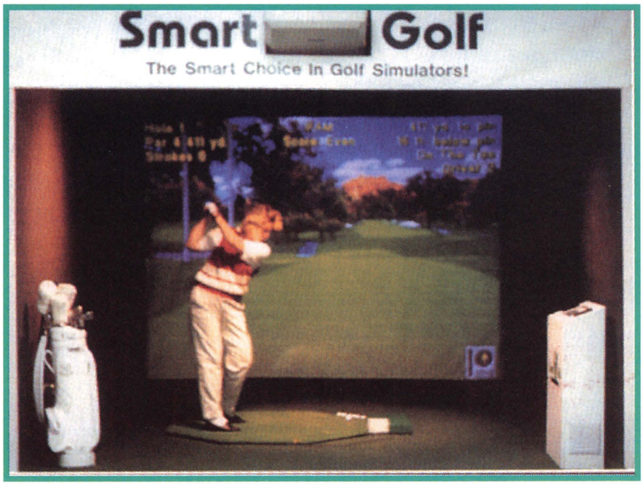
For more information, contact West Coast Mfg., (800)240-5256 or (954)725-8314.

Smart Golf

Smart Golf brings you *Smart Golf LS3*, which brings the fun of golf indoors. This is the second generation of the large screen simulator that features accurate and realistic golf. It allows one to eight players to use real clubs and balls and golf indoors on any one of 20 world-famous courses. It includes driving, chipping, and putting. It can challenge the skills of the most accomplished players or be enjoyed by the first-timer.

The *LS3* features a more accurate ball tracking system and more convenient and more realistic recessed hitting time than the *LS2*. The game needs 225 square feet of space and features three times the resolution of a standard TV.

For more information, contact Smart Golf, (619)748-5911; fax (619)748-5685.



KFC
TACO BELL

AllStar Sticker Vendor

AllStar Distributing is offering its line of fun stands, both four- and six-column bulk vending machines. They feature internal simplicity, reliability, and elegance. These units are made of 14-gauge steel, are 33" high (60" with stand), and 26" wide. They can be customized with a location's logo in a choice of colors.

For more information, contact AllStar, (514)685-1400; fax (514)685-5038; Web site (www.allstarstickers.com).

Redemption prizes

COMPUPRIZES
COMPUTER GAMES & VIDEO ENTERTAINMENT

CompuPrizes USA is offering the newest, hottest redemption center product line—CD-ROMS. These CDs are designed to appeal to the millions of avid personal computer users. Now they can win smash hit CD-ROMS in both Apple and IBM formats.

The CompuPrizes unit comes with full color fluorescent lit header to attract attention. It features one display case, one sliding glass lock assembly, and 12 empty display CDs with full color inserts. There are 160 pieces of software available including Quake, Pinball Arcade, and Twisted Mini Golf. It comes packaged for crane machines, redemption centers, and Sammy USA's Sports Arena.

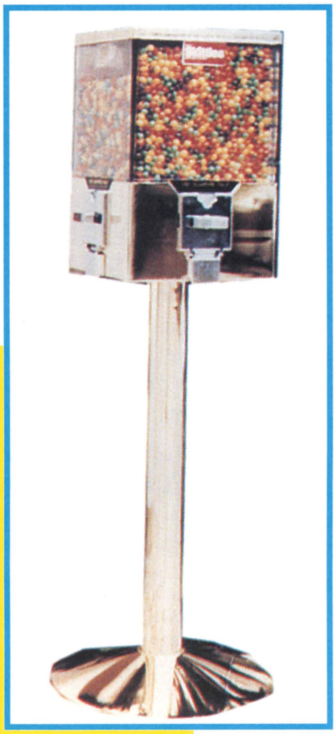
For more information, contact CompuPrizes, (888)773-7225.

Four-in-One Carousel

Nationwide Vending Services introduces the *Four-in-One Carousel*. This four select bulk candy, nut, and gum machine is equipped with four separate removable canisters for easy loading and cleaning. Each compartment is fitted with its own removable metal coin mechanism which rejects nickels, dimes, and pennies. The quarters from each of the four compartments are deposited into a removable steel locking coin bank.

It comes with an extra coin bank and is equipped with a 1/2" rubber gasket in the lid to preserve the product freshness. It occupies about one foot of floor space.

For more information, contact Nationwide Vending Services, (800)410-5954 or (516)732-2042; fax (516)732-0094.



BATTLE ON THE EDGE
SEGA
DAYTONA USA 2
41
SCORPIO
BATTERIES

Daytona USA 2

Sega has released the highly anticipated sequel to *Daytona USA*, called *Daytona USA 2*. This new game provides realistic driving, even better than the original version, in addition to total reproduction of the fun of stock car racing. The super graphics will have players forgetting they're not on a real race track.

There are two styles, deluxe and single. Both are linkable up to 16 units using a dedicated network. The deluxe version features a new motion system, the Crash Impact Generator, that delivers shocks to the player's back and soles of his feet upon impact along with the feel of the engine as it rumbles. The single's seat is adjustable and replacement boards can be stored under the seat for easy access.

Two single units can be combined with a marquee header to create a twin version. The booming speaker system features a new MPEG2 board with four additional speakers for 3D sound effects.

Daytona USA 2 retains the first track that is similar to the original. But that's where the similarity ends. There are challenging tracks like the trick amusement park track and the complex city track to name just two. The three different car types each possess varying degrees of difficulty.

For more information, or distributor referral, contact Sega (650)802-3100.

Super Grip

Mayoni introduces the *Super Grip*, its newest impulse machine. It's made of heavy duty steel with a powder coat finish, able to stand up to the toughest muscle man.

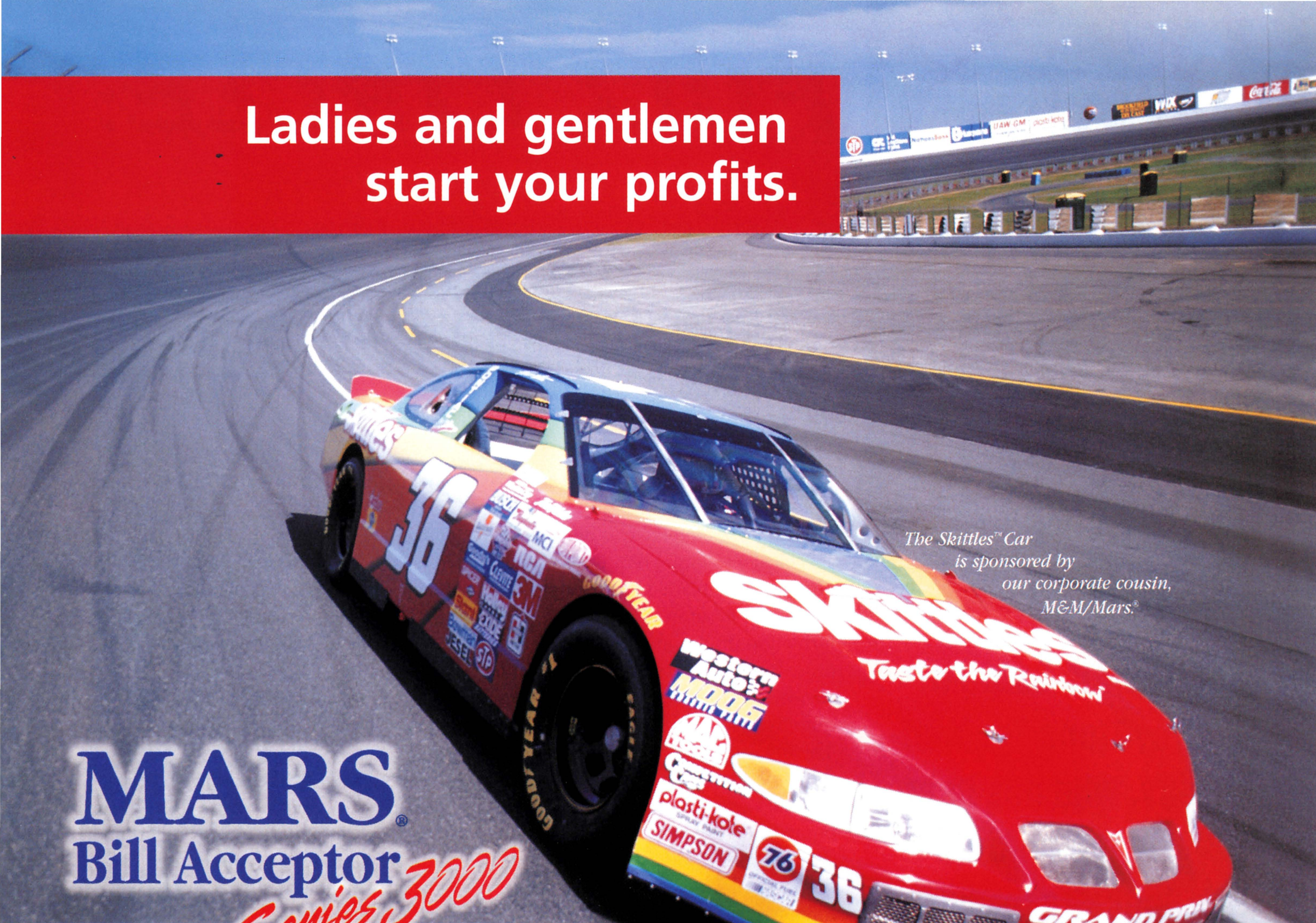
Colorful graphics and lights make this talking machine appealing to both young and old. Operators can maximize space and profits by placing the *Super Grip* on the triple mounting plate beside the classic *Love Meter* and the sensual *Talking Gypsy* for an attractive unit with something for everyone.

The impulse machines can also be mounted on the Bulk-O-Rama module unit which combines two of Mayoni's DinoVend bulk vendors and a sticker machine with either two impulse machines or three small bulk vendors.

For more information, contact Mayoni, (818)899-2488; Web site (www.mayoni.com). ▲

Carmen The Gypsy
SUPER GRIP
HOW TOUGH DO YOU REALLY THINK YOU ARE?
Are You
Love TESTER

Ladies and gentlemen start your profits.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864-578-4444	888-BUY-HAPP	800-624-3779	800-821-7122	800-666-7776
South Carolina	Illinois, Nevada, Georgia	Tennessee	California	Pennsylvania

* Special Series 3000 trade-up programs for Mars VFM4, VFM5 and selected GL5 models.

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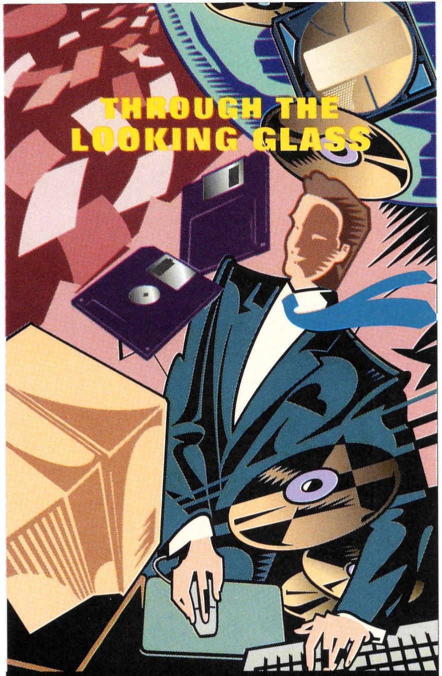


DENNIS P. SABLE

FULL CIRCLE: From arcade to HOME TO ARCADE

Dennis Sable of GreyStone Technology, who has been in the coin-op industry for two decades, gives us an insider's look at *XS-G* from GreyStone Technology Inc. and Dynamo Interactive. The game was designed on the open arcade architecture platform. He also takes a look back at how the industry has evolved.

The Intel OAA (Open Arcade Architecture) initiative is in full force with *XS-G*. The game play was developed specifically to fit the requisites of the out-of-home arcade gamer. GreyStone artists and programmers extracted information from numerous sources and possess many hours of first-hand experience regarding optimal game play requirements for this specific market. The folks at GreyStone believe that these mandates differ in some very specific ways from the needs of the in-home or console game market.

While some industry gurus have differing opinions on the qualifying factors involved in defining out-of-home game play, a few believe that there is little to distinguish a home game from an arcade game. Rather than subject anyone to meaningless frothing, I suggest we do away with all speculation and stipulate that a full cash box makes for a good arcade game.

Having said this, I will further stipulate that those at GreyStone have taken a long, hard look at many of the real “quarter snatchers” released in the last few years and have incorporated the lessons learned from these observations into the *XS-G* format. Only the cash box will verify their success, but at the recent ASI show in Las Vegas all of the *XS-G* stations (which were showing a 65 percent complete game) were in constant use. In fact, many “kids” (nee - gamers) returned again and again to compete with their friends and the only comments were constructive.

Why a PC?

Today's PC, based on the Intel Pentium II architecture, is a versatile, upgradeable, and very cost-effective means to a number of heretofore unattainable ends. To understand the full impact of what is possible with the PC and where it will take us, we have to take a couple of steps back and look at where we were a couple of years ago.

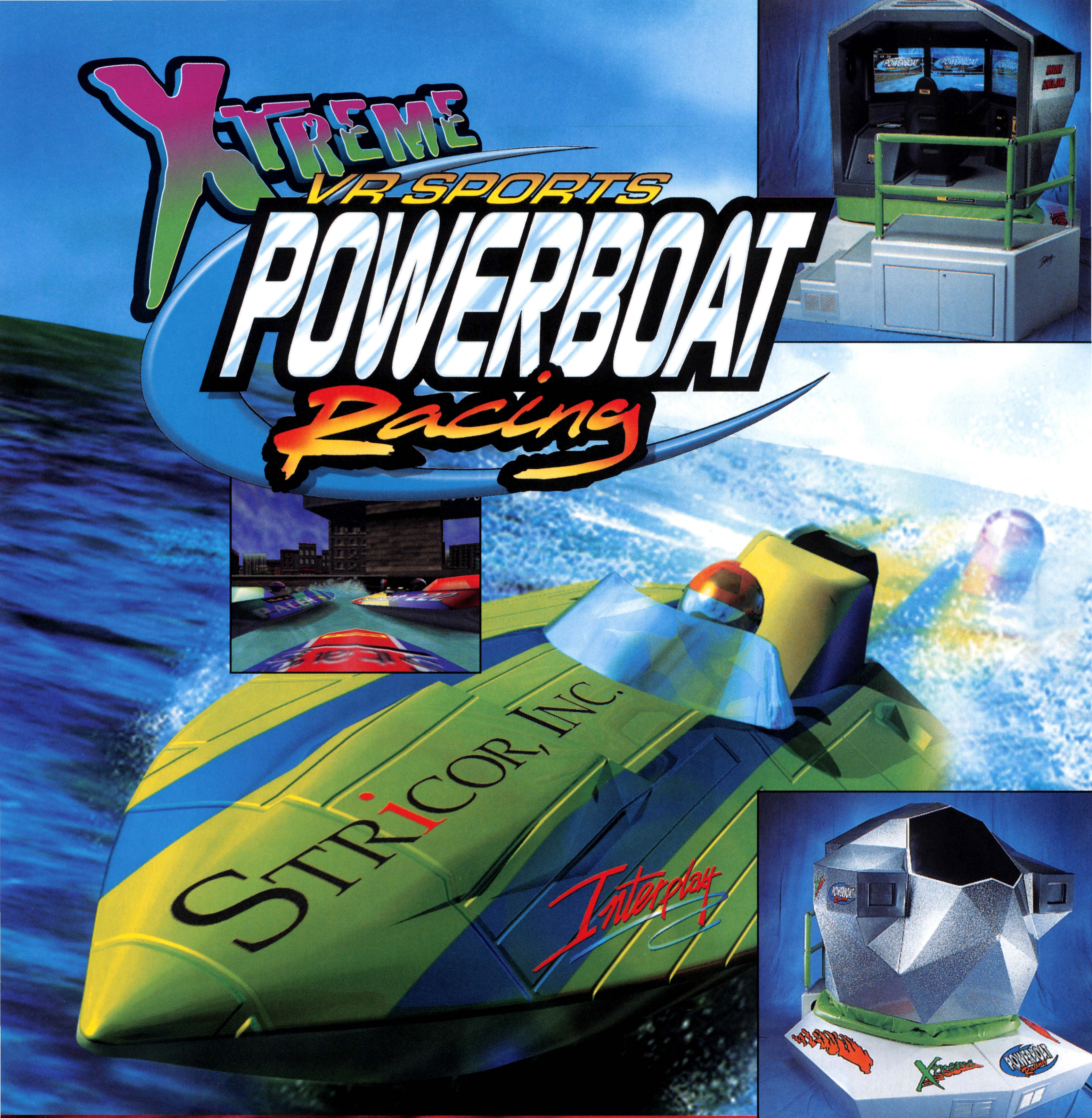
Twenty years ago, the out-of-home entertainment industry was just getting in the video game swing. All video games were sold in dedicated cabinets (most were in color), all were running on “dedicated” PCBs (although companies like Atari and Midway were on the verge of using the same basic PCB on a number of titles), and the home PC was just a twinkle in the collective eye of a few bright idealists.

And then things started changing. *Mr. Do!* hit the out-of-home market by storm. While some had predicted that kits would have a major impact on the industry, up until this time none had been very promising. Following *Mr. Do!* the “kit era” separated video games into software and hardware components. Software titles started coming out of the woodwork from a variety of small companies. These titles would work on virtually any of the big manufacturers' hardware.

> *“A few believe that there is little to distinguish a home game from an arcade game.”*

Some of these big guys got crushed by the weight of their huge corporate skeletons, while a bunch of (mostly Asian) “garage” companies ate their lunch by using a small, efficient, many-hats approach to shrink capital require-

XTREME VR SPORTS POWERBOAT Racing



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STRiCOR
excitement in MOTION

ments and compete. (Think hermit crab.)

In the years immediately following the software/hardware split, a number of things happened. In the United States, companies like Bally and Williams sought to save what they could by merging their resources, while companies like Dynamo started to gear up to support the new requirements of a more fluid coin-op industry. In Japan, when the small guys started eating up the more lucrative parts of the out-of-home pie, the big guys started looking around for bigger and better pies. This was easy for the more diversified Japanese companies. The logical step was to take their video game product to a larger—and ripe-for-the-picking market—the home TV.

After all, if you can make your software work on virtually all of the video screens in the relatively tiny out-of-home industry, it's a simple step to make it work on the ready made, millions strong, in-home TV market.

I could go into the greedy, grass is always greener mentality that has come to light over the years, but who cares and who wants to be reminded? We have been white watering it under those bridges for too many years now.

Anyway, while the out-of-home arcade industry was getting the shaft, the computer industry was becoming PC. The home PC had become simple (Mac), then diversified (IBM),and ever more powerful (Intel). Homebodies were given the ability to type efficiently, file efficiently, work with numbers, process art, and finally to actually publish.

The next step is following the same logical path that took entertainment from the book to the radio and from the radio to the TV. As the capabilities of the PC become more consistent with the requirements of the viewing public—i.e. 30- to 60-frame per second video and stereo sound—the TV is about to give way to the PC—or the interactive TV—or whatever you want to call it.

This is also the point at which the out-of-home entertainment market and the in-home PC market find common ground. Video games worked their way onto the TV and now the PC is about to become the TV (or vice versa). While it is still obvious to most that content will differ between the out-of-home PC and the in-home PC because of the different playing paradigms involved (out-of-home = get money, in-home = use time), the basic hardware systems have become interchangeable.

For a long time the out-of-home experience was limited to an individual, somewhat repetitive, structure. The in-home experience was much broader but, shall we say, graphically challenged. As the popularity of the PC increased in the home, the clamoring increased in the out-of-home industry for the capabilities of the PC. After all, the PC would lend itself well to office-to-location and location-to-location connection and all of the data acquisition, advertising, and game play linking inherent in this connecting capability.

But as I mentioned earlier, there was still that problem of graphics. Until recently, in order to provide the smooth and beautiful graphics seen in games like *XS-G*, you'd need a $200,000 computer system. The last two years have seen the graphics capabilities of the in-home PC advancing to the point that they are now equal to, or even better than, those of the out-of-home video game systems. The cost has been scaled down by at least a power of 10 and this makes the PC, with all of its other inherent capabilities, viable. The time is NOW.

Show me the money

The premier version of GreyStone Technology's *XS-G* 3D "combat racing" game was released in July. The initial version allows the player to select a course: beginning, intermediate or difficult and a fast, agile, shielded, or balanced craft. More courses, and perhaps different craft, will be offered as an update pack possibly as soon as December.

In *XS-G*, up to four networked human players compete with as many as nine computer-controlled or AI (Artificially Intelligent) craft in each race. Even though the objective is, of course, to go fast and win the race, strategy plays a major role, and this strategy involves choices like whether to go after a homing missile "power-up" or take a faster route "up high" when another craft is on your tail.

Because the craft are equipped with limited pulse weapons, and because there are a number of powerful missiles, guns, and other fancy gadgets stashed at "power points" throughout each course, players have the opportunity to tactfully notify their rivals of their presence. A competitor may choose to either follow in a fellow racer's wake or to "blow the sucker away" and face the possibility of said Blow-ee's retribution when the Blow-ee's demolished craft is reconstituted in the same spot just moments after the Blow-er passes by thus turning the tables.

XS-G is easy to learn and fun to fly, but it is also well stocked with "game play technique" options to appeal to even the most "into-it" gamer. Add to this excellent graphics, "phat" sound tracks, and digital effects, and you've got an outta-this-world entertainment event that changes with each experience.

As of this writing, the first six units are in the field (in San Diego) with about 80 percent of the program in place. All four of the seated units (two each in two different arcades) are beating the competition (all new drivers and almost everything else) by over $100 per seat and in some cases the margin is more than double. The only games able to hang in with the *XS-G* earnings cost thousands more. We're talking substantial ROI here. The two test upright cabinets are also earning well in a pizza "street route" location.

We are constantly upgrading and expanding these tests, so check the GreyStone web site (www.gstone.com) for the latest information. Beginning in July, Dynamo began shipping the GreyStone *XS-G* in a dedicated, sit-down cabinet running on an Intel OAA compatible PC system. Within a couple of months of the first release of the sit-down cabinet, Dynamo will also offer an upright version of this same system. Contact your local Dynamo distributor for more earnings and price information. ▲

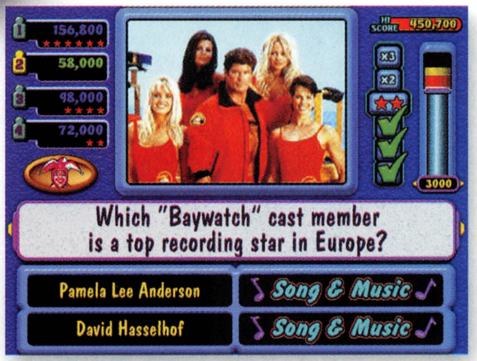
Merit SUPER SUMMER BLOWOUT!

MEGATOUCH XL
EXTREME VIDEO!
Which "Baywatch" cast member is a top recording star in Europe?
Pamela Lee Anderson
David Hasselhof
Song & Music

MEGATOUCH XL™

SUPER 5000

WE'VE GOT GAMES!


156,800
58,000
98,000
72,000
HI SCORE 450,700
x3
x2
3000

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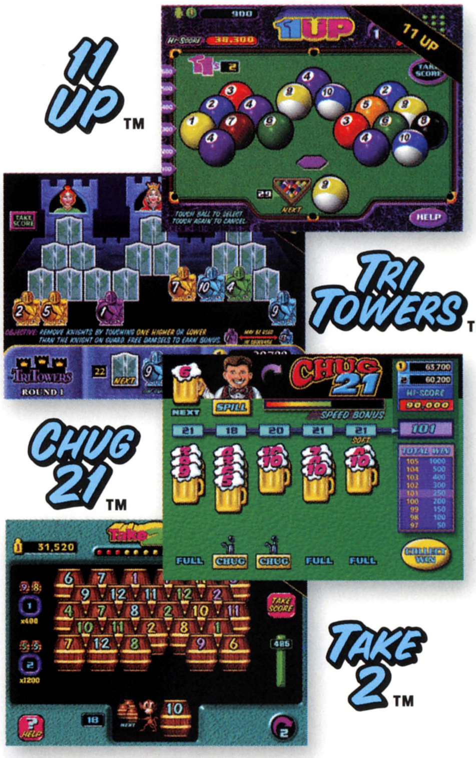
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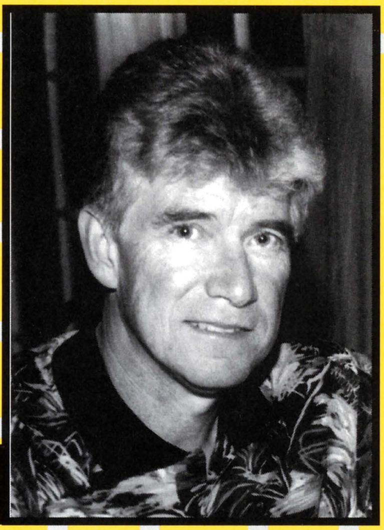
Mike Macke



Jack Shadwick

CADILLAC JACK: been there and PLANNING MORE

COVER STORY

WHEN THE GEORGIA AMUSEMENT AND MUSIC OPERATORS ASSOCIATION HELD ITS LATEST MEETING AT DAVE & BUSTER'S IN AN ATLANTA SUBURB, CADILLAC JACK'S PRESIDENT MIKE MACKE WAS RIGHT THERE LISTENING TO ASSOCIATION ATTORNEY LES SCHNEIDER DISCUSSS THE LAWS FOR NON-CASH REDEMPTION IN THE STATE. WHY IS HE SO INTERESTED? IT'S EASY TO UNDERSTAND WHEN HE TELLS YOU THAT ABOUT 80 PERCENT OF HIS GAMES ARE SOLD IN GEORGIA. POKER GAMES AND 8-LINERS ARE LEGAL IN THE STATE, LEGISLATED IN WITH A LIST OF RULES THAT CADILLAC JACK TAKES SERIOUSLY.

But what's so striking is that Macke goes above and beyond the call of duty when it comes to making sure his equipment is in full compliance with the laws. He emphasizes how important this is to him and his customers. "Law enforcement doesn't always understand just what's legal and what is not. What triggers trouble is when someone pays out in cash, which is strictly forbidden. We owe it to our customers to fully understand what is required of our machines."

He added, "The secret to our business is that we design machines that comply with the laws and regulations outlined in the redemption markets, and then we build them with the highest quality in the industry."

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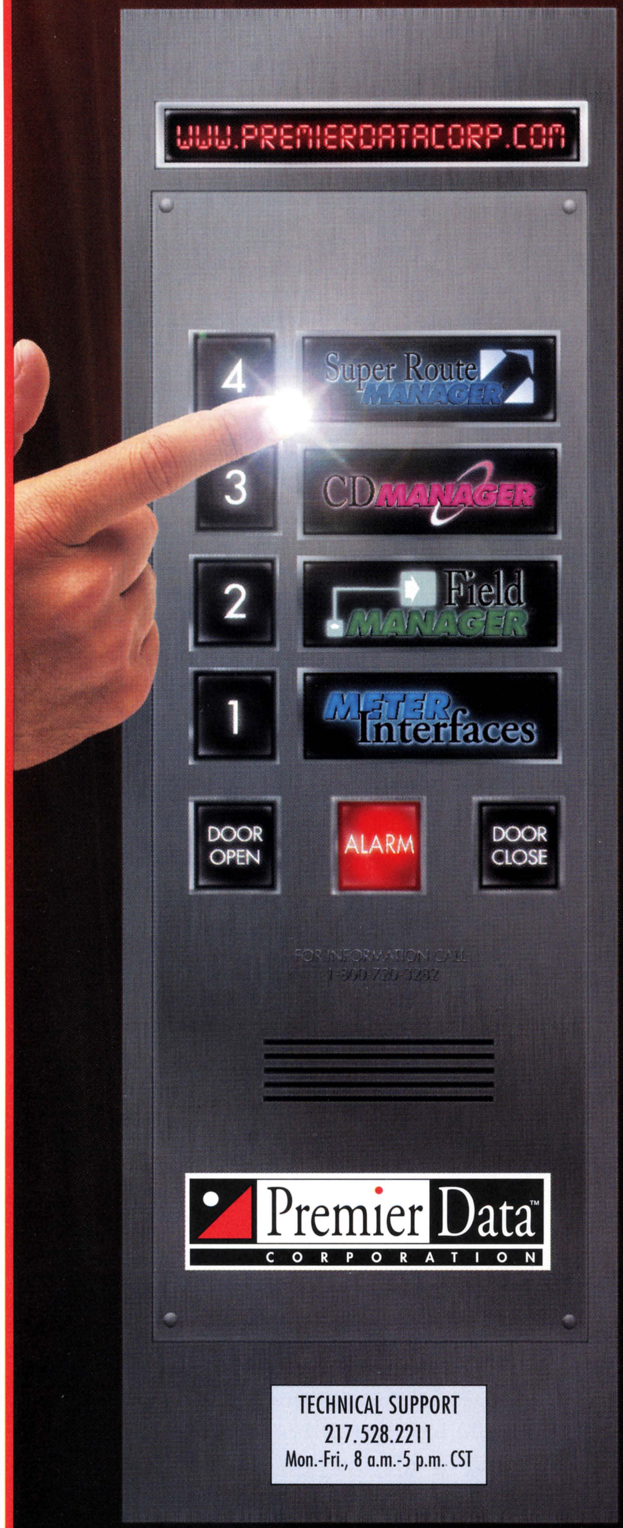
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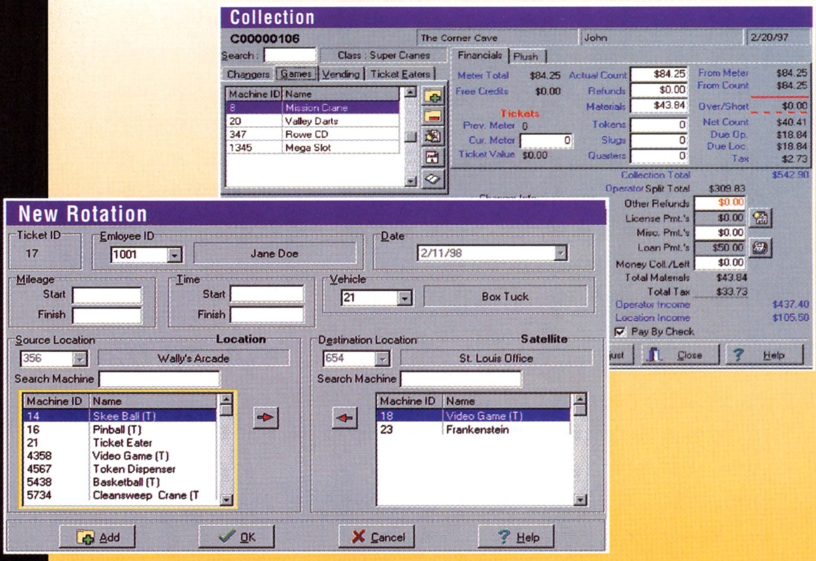
Collection
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Tickets
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Help
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Add
OK
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Help

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Search:

Class : Super Cranes

Machine ID	Name
8	Mission Crane
20	Valley Darts
347	Rowe CD
1345	Mega Slot

Meter Total $84.25
Free Credits $0.00
Prev. Meter 0
Cur. Meter 0
Ticket Value $0.00

Actual Count $84.25
Refunds $0.00
Materials $43.84
Tokens 0
Slugs 0
Quarters 0

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From Count $84.25
Over/Short $0.00
Net Count $40.41
Due Op. $18.84
Due Loc. $18.84
Tax $2.73

Collection Total $542.90
Operator Split Total $309.83
Other Refunds $0.00
License Pmt.'s $0.00
Misc. Pmt.'s $0.00
Loan Pmt.'s $50.00
Money Coll./Left $0.00
Total Materials $43.84
Total Tax $33.73
Operator Income $437.40
Location Income $105.50

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Ticket ID 17
Emloyee ID 1001 Jane Doe
Date 2/11/98
Mileage Start Finish
Time Start Finish
Vehicle 21 Box Tuck

Source Location 356 Location Wally's Arcade
Search Machine

Machine ID	Name
14	Skee Ball (T)
16	Pinball (T)
21	Ticket Eater
4358	Video Game (T)
4567	Token Dispenser
5438	Basketball (T)
5734	Cleansweep Crane (T

Destination Location 654 Satellite St. Louis Office
Search Machine

Machine ID	Name
18	Video Game (T)
23	Frankenstein

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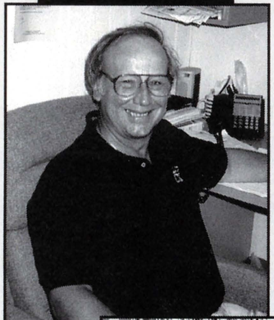
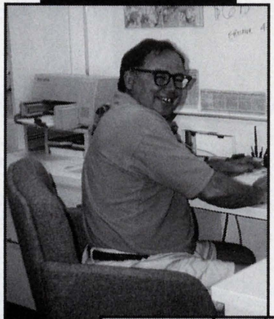
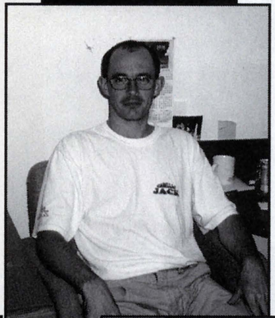


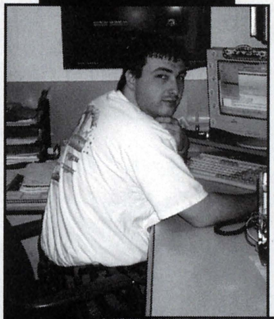
Fred Benschine



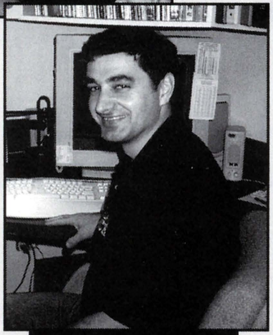
John Medlin



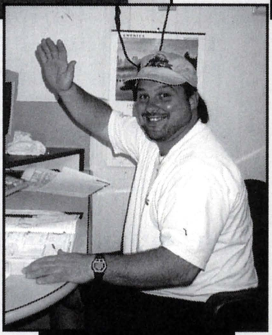
Alex Vlasenko



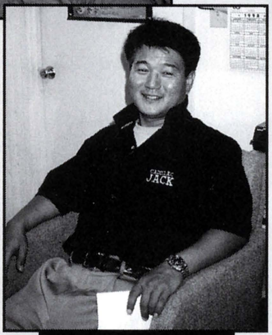
Shannon Whitley



Vince Vladimirovsky



Jamie Novak



Mr. Lee

Karen Smith

LOOKING BACK

The name and his story may be familiar to anyone who's been in the industry since the early '80s, but others may ask, Who is Mike Macke anyway? Macke was in his early 20s, a time when most people are still trying to figure out what they want to be when they grow up, when he formed Digital Controls. The company soared with its first product, *Little Casino*, a legend in coin-op circles. He and partner Mike Pace, who Macke had worked with at Sperry Univac, got into the business by accident, as Macke explained, " A friend asked us if we could design a game based on an old Computer Kinetics game. We did a video version and had no idea what we had on our hands. But it was soon apparent that operators knew. Although the first year was a struggle, by the second year we couldn't make enough of these *Little Casinos*. It was revolutionary for its time. It's not unusual to still see one occasionally in a location. Operators couldn't get enough of them and our production numbers skyrocketed."

But like many companies blinded by success, Digital Controls soon ran into financial difficulties, the company closed, and the partners went their separate ways. Pace started his own company U.S. Games (now known as Leisure Time Technologies) and Macke started GameMasters. GameMasters made basketball games (wildly popular at the time), pushers, and rotary merchandisers. Whether GameMasters could have reached the pinnacle of success that Digital Controls did is speculation that will never be answered. Macke was critically injured in a near fatal car accident and his attention centered on getting well. Macke conceded, "I spent too much time in the hospital and not enough time running the business." GameMasters eventually was forced to call it quits.

After Macke's injuries healed sufficiently for him to return to work, he did some consulting and R&D for a number of companies, both in and outside of the industry. All through his tough times, he had maintained a wood shop primarily building cabinets for other companies. It was a thriving success.

"We offer extra services other companies can't offer. We set our standards even higher than our customers set theirs..."

Then about three years ago, an

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NEW GAMES FROM CADILLAC JACK

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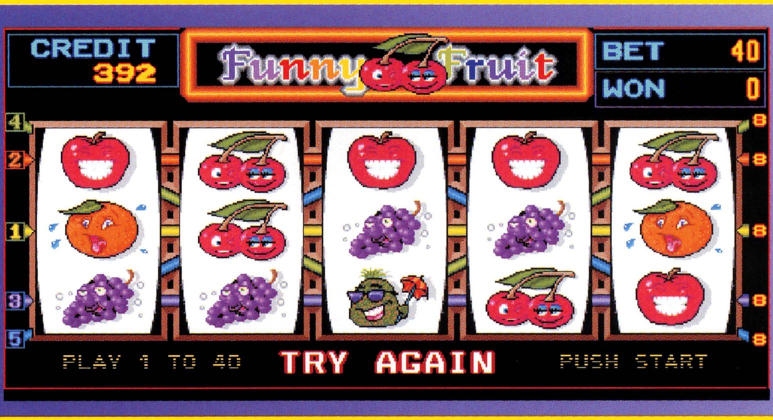
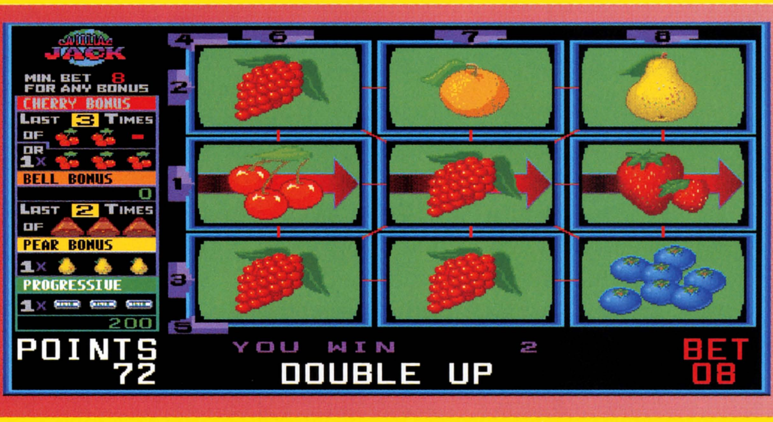

CREDIT 392
Funny Fruit
BET 40
WON 0
PLAY 1 TO 40
TRY AGAIN
PUSH START

TRIPLE PLAY

- Players choose which game they play
- Three choices... Fruits, Animals, or Texas symbols
- Great bonuses and progressive jackpot


CADILLAC JACK
MIN. BET 8 FOR ANY BONUS
CHERRY BONUS
LAST 3 TIMES OF OR 1x
BELL BONUS 0
LAST 2 TIMES OF
PEAR BONUS 1x
PROGRESSIVE 1x
200
POINTS 72
YOU WIN 2
DOUBLE UP
BET 08

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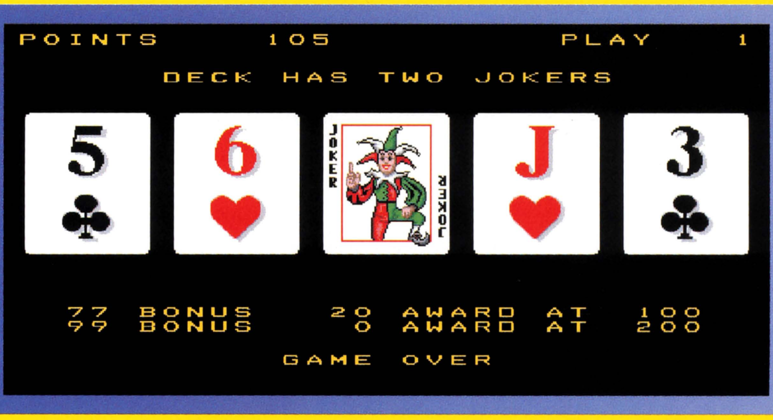
POINTS 105
PLAY 1
DECK HAS TWO JOKERS
5 6 JOKER J 3
77 BONUS 20 AWARD AT 100
99 BONUS 0 AWARD AT 200
GAME OVER

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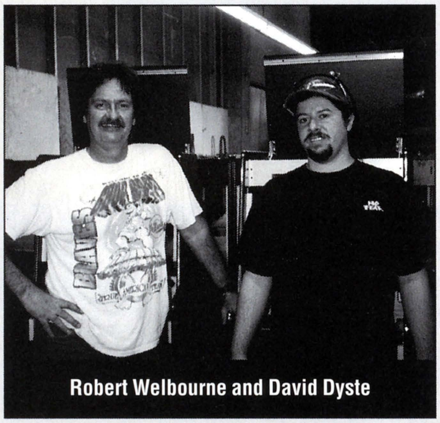
Robert Welbourne and David Dyste

opportunity came Macke's way through Jack Shadwick, an operator in South Carolina. The two had been friends during the Digital Control days and had a chance meeting at the South Carolina state show. It was a time when big five-player blackjack games were popular in South Carolina. They cost up to $50,000 and were taking in a ton of money.

Macke picks up the story: "Since I had a background in designing games and had the wood shop to build them, Jack and I hatched a plan to design and manufacture somewhere in the neighborhood of 40 to 50 big five-player blackjacks to operate on Jack's route. Our original intentions were not to sell them to others. We called the game Cadillac Jack, you know, the Cadillac of blackjack games. We planned to put them on Jack's route and not only make our investment back but show a healthy profit," said Macke.

Shadwick's company, Ralph Alexander Co., was named after his father who started it well over 65 years ago. In fact, the company is proud of the fact that it had laid some of the groundwork for coin-operated devices in the late '30s. Ralph died in 1969 and Jack took over the thriving company.

The joint venture was moving forward when Macke and Shadwick ran into a snag. When the laws changed in South Carolina, they discovered that the games they had designed could not be operated in certain counties; two of them just happened to be where they were planning on operating their new game. What else could they do after they'd already designed and manufactured what they called the ultimate game of its type, except sell it! And that's just what they did after forming a company they named after the machine, Cadillac Jack.

LOOKING AHEAD

Cadillac Jack went from the original five-player blackjack machine to a three-player model, and they haven't stopped introducing new products since. The company now has five models in the blackjack line, three poker games, four 8-line games, and recently added seven new highly successful 5-line games. Currently Cadillac Jack is adding a new game to the mix every three to four weeks. "No one can catch us," Macke declared. The list of products is growing so quick it's hard to keep brochures on hand or even get them printed! There is a sister company in Canada, Labtronix, with an entire staff devoted to R&D. There are engineers, mathematicians, hardware designers, programmers, game testers, graphic artist, and sound engineers.

"Because of our professional staff, both in Georgia and in Canada, we are able to design and modify games to meet even the most stringent laws no matter what a state calls for. Our machines are user friendly and operator friendly. We offer extra services other companies can't offer. We can react to a change in the regulations extremely fast and our customers can always upgrade with minimal effort. We set our standards even higher than our customers set theirs, but they benefit in the long run.

"There are companies selling boards bought overseas. They can't make changes and the software can't be adapted to fit certain states' criteria because the companies selling these game boards are not developers, they're just board sellers," Macke said. "We are getting more sophisticated and are starting to customize software. Certain software, for instance, is just for Georgia. You can't take it to Alabama. We have a symbol on the machine that shows that we are compliant. Operators can make no changes in the program. It's for our protection also because we are moving into more regulated markets and we want to make sure we don't make a mistake."

> ***"I've been around this industry long enough to know that if you don't take care of your customers, you won't have any customers."***

In addition to selling its games in Georgia and a few other states where they are legal like Arkansas, North Carolina, South Carolina, Alabama, and Texas, Cadillac Jack has its eye on entering the Indian gaming market. In typical Macke style, the company is focusing on developing products that comply with Class 2 standards and has just released a new game called *Wild Ball Bingo.* This game allows multiple sites with

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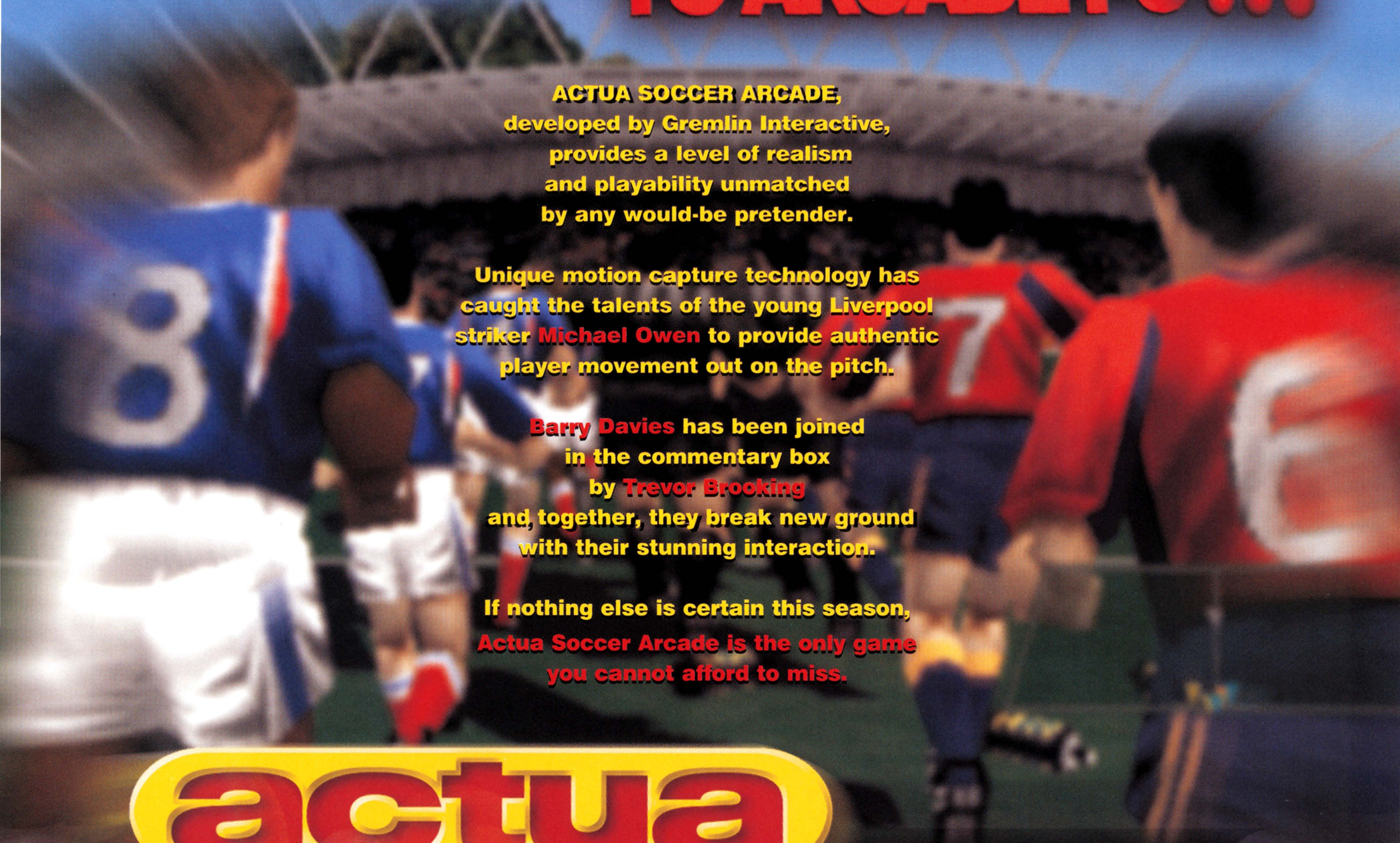

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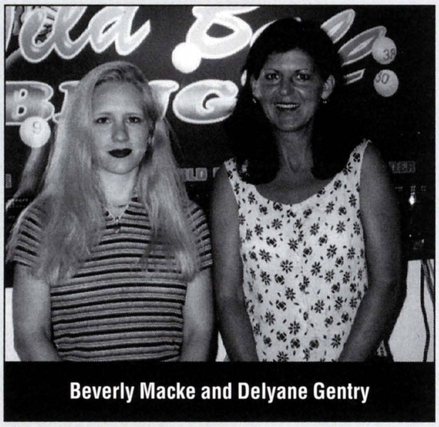

Beverly Macke and Delyane Gentry

multiple players to play electronic bingo in a high-speed format. The company is currently installing the first sites and expects this market to grow exponentially during the next year. This game has created tremendous interest in the Indian casino markets as well as in Europe, South America, and Australia.

Indian gaming requires different game features for almost every state. With the company's strong development team it can develop new products to meet these needs rapidly. The company anticipates introducing new products for the California market that will create some new standards in the industry. "To be successful in Indian gaming, we have to gear up to keep pace with their unique needs," Macke said. "And Cadillac Jack is prepared to do that."

Macke told us that in addition to manufacturing games, the company also operates its own route. "We operate games but we make it a rule not to compete with our customers. In fact, if we have a good relationship with an operator we will give him the equipment and take a piece of the revenue. Revenue sharing will only work," explained Macke, "if you give an operator a square deal and he gives the manufacturer the same consideration. You have to trust each other for any type of revenue sharing to work. In this business it's hard for manufacturers to make money. Operators tend to want the cheapest product, and although I can't blame them I'm a firm believer in the old adage 'you get what you pay for.'"

Because he believes that adage, Macke makes no apologies for charging more for his games. "We charge more for our games and we get it because of our quality, our reputation, and service. I have found that when you provide the best quality product available your customers appreciate it and your competitors don't. In the end, quality wins."

Stressing service, Macke added, "I've been around this industry long enough to know that if you don't take care of your customers, you won't have any customers."

> ***"The secret to our business is that we design machines that comply with the laws and regulations ... and then we build them with the highest quality in the industry."***

THE STAFF

Cadillac Jack has an exceptional staff that ensures that customers are top priority. A visit to the office is a pleasant experience. From the receptionist to Macke himself, visitors are treated like they are important. Customers are welcome. As Macke prepared to take his attorney to lunch a customer drove up. "Come on, join us for lunch," Macke called out. Good customers at Cadillac Jack soon become good friends.

FINAL THOUGHTS

Why is Cadillac Jack finding such tremendous success even without, as Macke admits, a good marketing plan? Macke explained, "Now that we've grown up as a company we've entered other markets like 8-lines for instance. We take it serious with more than 20,000 machines on location in Georgia alone. It's what is saving a lot of businesses because video games are so expensive and game play has plummeted. Arcade sites are so expensive that traditional street operators simply can't afford it. I like to think that we have helped save the day."

Another reason could be the time and effort Cadillac Jack has put forth to work on important legislation, especially in Georgia. "We focus on the laws and design equipment to comply with them. What we design, we defend. We've always talked to any attorney general, alcohol control people, and district attorney who wants to understand what we do. We are trying right now to develop guidelines and standards for the equipment because we feel that they are necessary to preserve a business like this."

Cadillac Jack seems to be doing a few things right. The office is busy with activity, especially during traditionally slow summer months. It's obvious that when a company has the ability to see the niche markets like Cadillac Jack does and is able to design product to fill these gaps, success will happen. Macke has a keen sense of discovering those niches, and you can expect to see Cadillac Jack and its products long into the future. ▲

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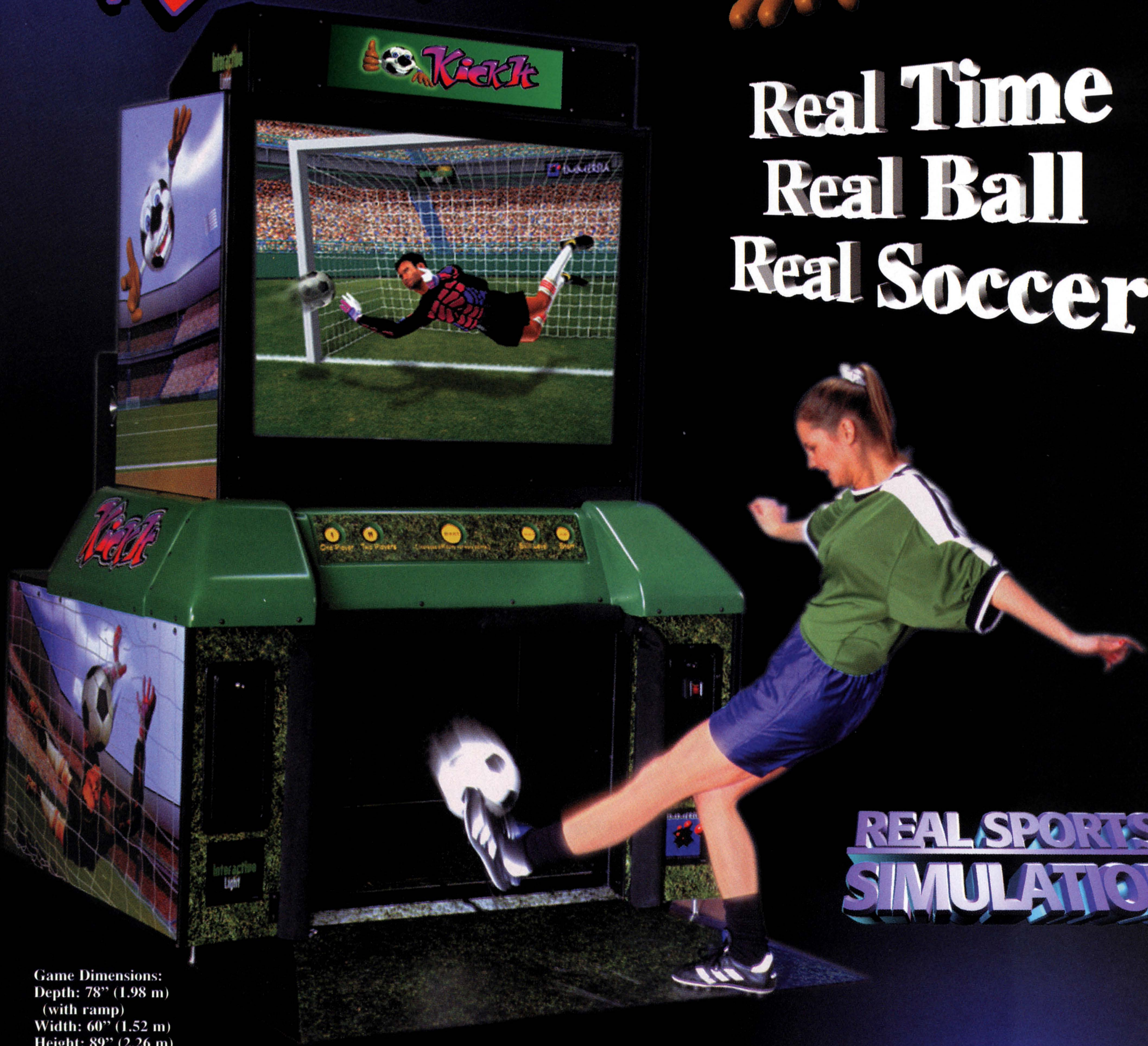
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Two Players
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Skill Level
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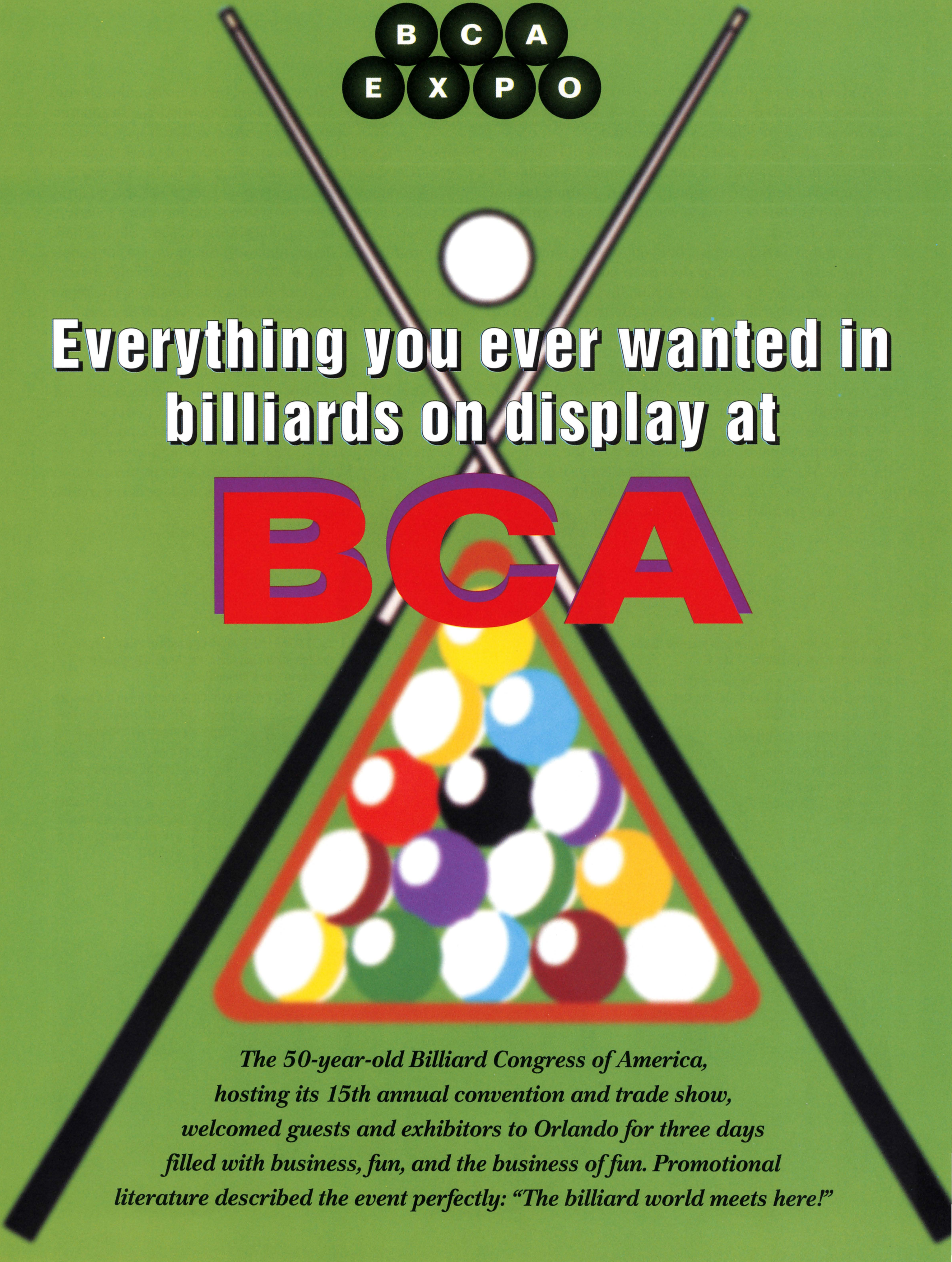


Everything you ever wanted in billiards on display at BCA

The 50-year-old Billiard Congress of America, hosting its 15th annual convention and trade show, welcomed guests and exhibitors to Orlando for three days filled with business, fun, and the business of fun. Promotional literature described the event perfectly: "The billiard world meets here!"

And meet they did! More than 800 booths were packed with everything you always wanted in billiard supplies, and even a few things you didn't know you wanted! How about a $9,600 pool cue with 18-karat gold inlays, abalone insets, and ivory details, complete with a genuine leather wrap. Oh yes, the cue is made with special wood grown in the Sahara Desert.

OK, so maybe that cue is a little out of your price range, but there were dozens and dozens of cues that took the term "custom cue" into another realm. If you saw a Discovery channel program about the maple trees brought up from the bottom of Lake Superior that were saplings about the time of Columbus' discovery of America and each log cost somewhere in the neighborhood of $45,000 apiece, then you'll look in awe at the Superior Shaft Billiards & Bagels made from this coveted wood.

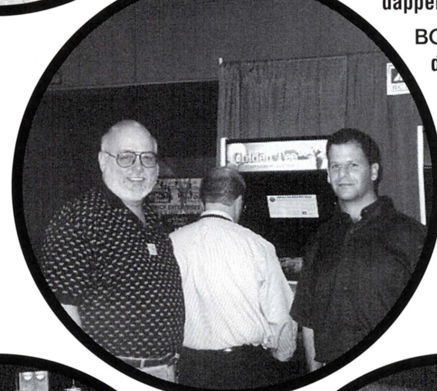
Then there were the cues encrusted with real opals; ones with personal photos emblazoned on the shaft; and the Willie Mosconi commemorative cue extensively inlaid with 25,000-year-old Mammoth ivory, Lapis, Spanish blue pearl, and ebony.

Silver Fox showed a unique line of cues with premium artwork depicting characters from Medusa and a dragon to tigers and mermaids. There was more mother-of-pearl, silver, and gold trim than you'd see on your grandmother's jewelry.

In addition to spectacular pool cues, there was an array of products from software systems and insurance to jackets and hats. There were exhibits of Italian slate; chalk, chalk, and more chalk; neon signs with the likenesses of people like Elvis, Babe Ruth, Betty Boop, and W.C. Fields, perfect for any game room; smoke elimination systems; cue repair lathes; cloth; three-fingered billiard gloves; shaft conditioners; cue repair kits; instructional videos; and, of course, cue cases.

There was an interesting demonstration by Meucci Originals on its Myth Destroyer. It's a well-researched little machine made of steel and aluminum to test pool cues. It is based on studies in the physics of the hit of a pool cue, information acquired through the use of high-speed photography. Meucci's Myth Destroyer begs the question: Is your cue really just a myth or is it in reality magic?

American
Shuffleboard



TOP: Mick White (l) of Dynamo is pleased to see old friends Betty and Chris Kitchen.

MIDDLE LEFT: From left: Amanda, Gary, and Ruth Lucchesi with Sol Lipkin and Richard Delfino of American Shuffleboard.

MIDDLE RIGHT: Bill Cravens (l) of Bulldog Amusements with Steven Toronto of Birmingham Vending in the Incredible Technologies booth.

BILLIARDS
OPEN
POOL TABLES
ROUTE 66

CHAMPION PUB

BOTTOM LEFT: Mark Edwards of PCC Products challenges Viking Cues' Pro Bonnie Arnold for a chance to win a Viking Cue.

BOTTOM MIDDLE: Pictured in the Neonetics booth, (l-r): Alan Obligin and the dapperly dressed Brad Sotoloff.

BOTTOM RIGHT: Joe Bundra (r) with two new additions at Williams: Vince Moreno as target marketing sales representative and *The Champion Pub* pinball.

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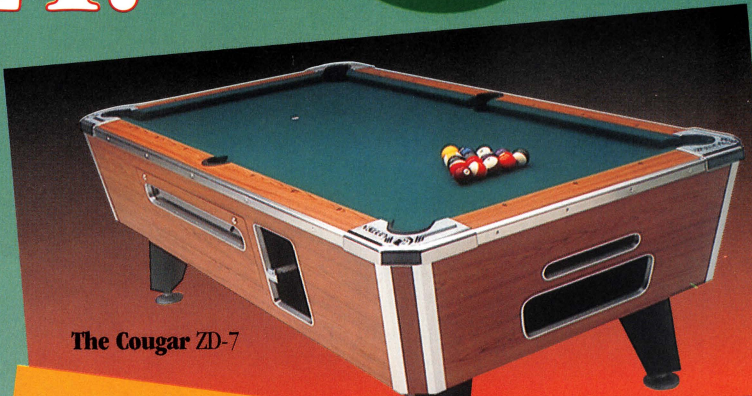


The Cougar ZD-7

The Black Cougar

The Cat Std

#1

The Cougar ZD-7
Premium table. First choice of discerning operators who demand the very best, top quality table. Signature 45° angled, triple-plated diecast chrome corners, Taj Teak laminate, with extruded, bright-dipped aluminum down corners & rail cap mouldings.

#2

The Black Cougar
A classy premium quality Cougar dressed in crystal flecked charcoal laminate, black chrome corners and matching trim for a sleek modern look.

#3

The Cat Std
Our standard table -- competitively priced. Fully featured, with traditional Valley quality built in. Dark Yorkshire Cherry wood grain laminate, round color-coordinated die cast corners and down corners.

More good reasons.
All Valley tables include these quality features:

- Imported slate
- Major components consistent in quality, interchangeable table-to-table, year-to-year
- Magnetic cue ball separator
- Imported Belgian balls
- One-piece polyethylene ball collector chute
- "Vandalizable" cash box assembly
- High quality, nylon-wool blend, billiard cloth
- Double-reinforced fiberglass legs
- One-person leg levelers

Plus Valley's league programs and toll free service!

VNEA

VALLEY

Valley Recreation Products, Inc.
333 Morton Street, P.O. Box 656, Bay City, MI 48707
(517) 892-4536 • FAX (517) 892-6513 • Toll Free 1-800-248-2837
International/Canada: (517) 894-6175 • FAX (517) 892-9446

BCA EXPO

Billiards-related newspapers and magazines dotted the show floor with names like *The American Poolplayer, Tavern Player, The Pool Pages, Colorado Cue Times, Pool and Billiard Magazine, Billiard News, Cue Ball Gazette*, and *Billiards Digest*. Stories filled their pages on topics of interest to the most devoted billiards fan to the casual player.

Mike Shamos of *Billiards Digest* was asked by BCA to pen a narrative on its 50-year history for BCA's 50th anniversary edition of the Rule Book, a BCA publication. As Shamos said, "Without BCA, pool's obituary would have been written many years ago."

Mike DiMotta of Imperial International, a huge distributor of billiard supplies, served as the acting BCA president. It was a bittersweet honor, as he was stepping in for Don Shimel of J-S Sales after Don's untimely death earlier this year.

Showgoers were treated to an impressive list of seminars. As BCA said, "If your billiard business doesn't need improving, these seminars are not for you!" Subjects covered included billiard room design, networking, the business of operating a billiard room, operating a retail establishment, financing your billiard business, organizing and promoting leagues and tournaments, management and staff training, sales tips and training for pro shops and retail establishments, and marketing and promoting your billiard room. Other topics included the billiard woodshop, insurance, and custom cues.

After exhausting yourself walking the show floor and wearing out your pencil taking notes at the seminars, it was time to watch a few pros going through their paces. "The Ginger Wizard" Dave Pearson; Mike Massey, who we have enjoyed at AMOA shows for many years; Women's 9-Ball champion Jeannette Lee; Earl Strickland; Tom "Dr. Cue" Rossman; and Bonnie Arnold had the audience green with envy as they pondered, "Why can't I do that when it looks so darn easy?"

Even though doing trick shots is not easy, it was really easy to sign up for a couple of organizations and events: The European Billiard Congress, formed in 1997, to increase the awareness and participation of all cue sports throughout Europe; Camel Pro Billiards Series, featuring more money, more prizes,

TOP: Lois Berman of JS Sales is proud of the company's Cuetec line of cues.

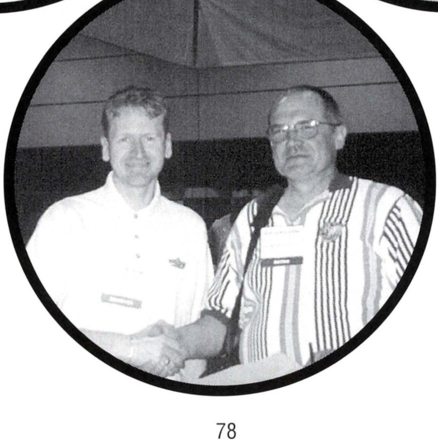
MIDDLE LEFT: At the Adams Custom Cues' booth (l-r): Patti Vorelas, Pat Flanaga, Harold Miller, Jim Carr, Ken Noma, and Ed Stein.

MIDDLE RIGHT: From left: Debbie and Don Jaworski with Great American's Bob Keelyn.

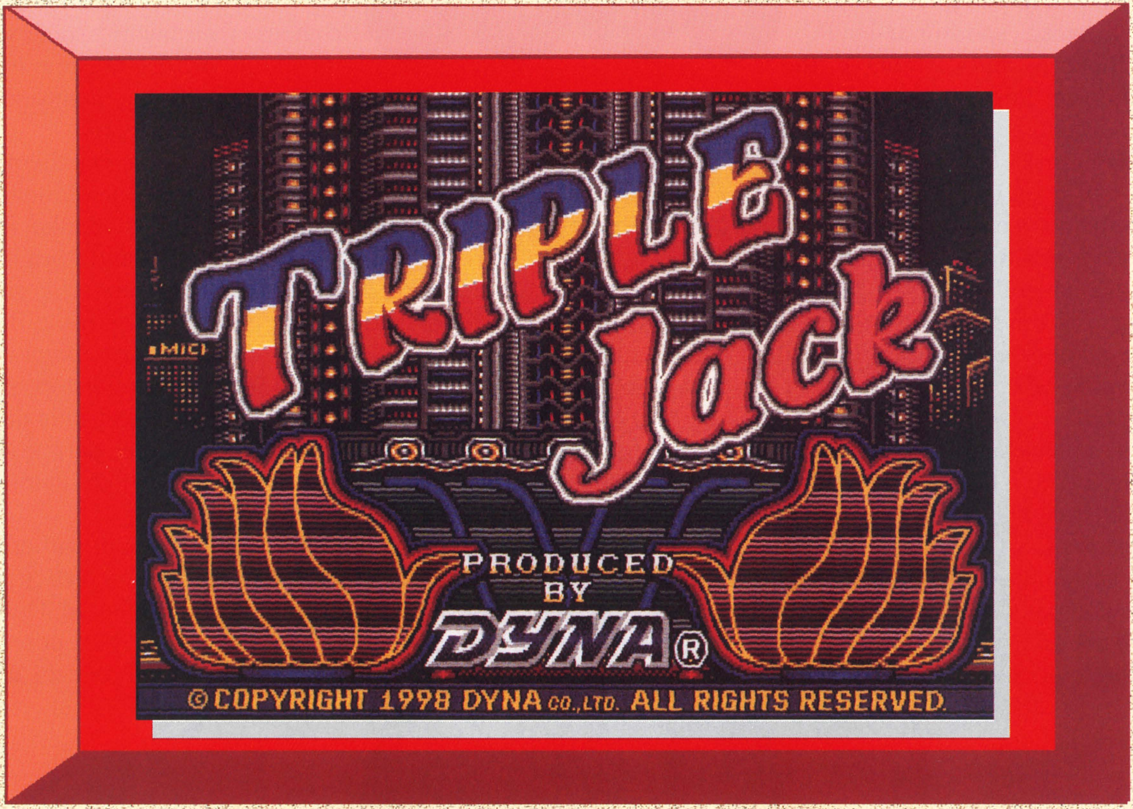
BOTTOM LEFT: Larry Brengman of Silver Fox knows the true meaning of "custom" cues; he uses your own photo or artwork and makes limited edition cues.

BOTTOM MIDDLE: Speed pool champion Dave Pearson (l) greets Michael Jacobson at the Valley booth.

BOTTOM RIGHT: From left: Fred Mali of Mali Co., Arlynn Beimers of Billiards by Christopher, and Scott Middleton of Mali Co.



Coming Soon... with a brand new Jackpot!!


TRIPLE Jack
PRODUCED BY DYNA®
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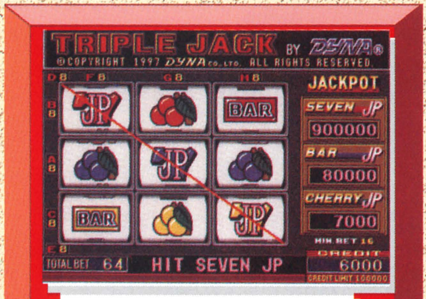
Our New 8 Liners "TRIPLE JACK" feature Three different JACKPOTS as it's title name


TRIPLE JACK BY DYNA®
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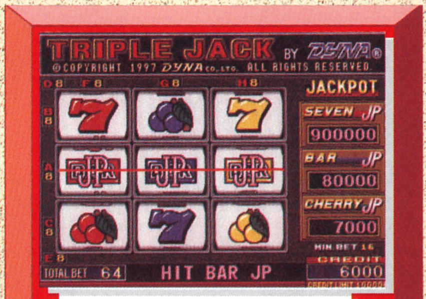
JACKPOT
SEVEN JP
900000
BAR JP
80000
CHERRY JP
7000
MIN BET 16
CREDIT
6000
TOTAL BET 64
HIT SEVEN JP

SEVEN JACKPOT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JACKPOT
SEVEN JP
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BAR JP
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CHERRY JP
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MIN BET 16
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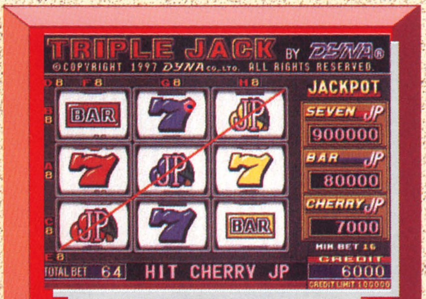
TOTAL BET 64
HIT BAR JP

BAR JACKPOT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JACKPOT
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900000
BAR JP
80000
CHERRY JP
7000
MIN BET 16
CREDIT
6000
TOTAL BET 64
HIT CHERRY JP

CHERRY JACKPOT

Also features (same as our ***CHERRY MASTER*** *series)*
Various types of Double-Up games

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Overseas Division Headquarters
3-62-42 Kitanaka, Tokorozawa, Saitama, JAPAN
Tel: +81-429-28-8741 • Fax: +81-429-28-8745

more players, and more cities with over $850,000 at stake, sponsored by R.J. Reynolds Tobacco; and, of course, the BCA All American Tour.

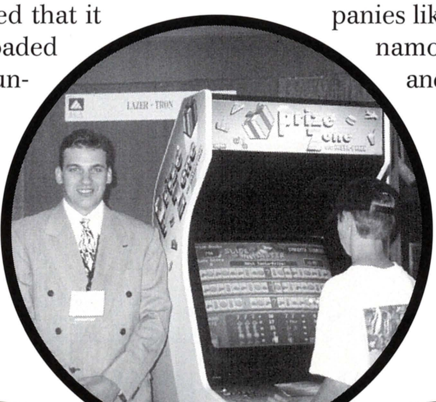
I don't know about you, but when you go into a location to play pool, there should be a jukebox to play your lucky song. Rock-Ola, a leading jukebox manufacturer, thought that too, so the company brought out the big guns at the show. Attendees saw Rock-Ola's nostalgic collection featuring the *Gazelle*, a recreation of a collector's dream; *Corvette*, America's sports car since 1953, now combined with a classic style jukebox with vintage Corvette graphics; and *Harley-Davidson*, where Rock-Ola says, "your music never looked so good!"

Wurlitzer, a household word in music, had its *One More Time* which plays both CDs and 45s. Another perfect addition to any upscale billiard parlor with its classic styling, it was shown in the U.S. Gaming Export booth.

And the latest music technology was shown by TouchTunes. The company had just announced that it will soon be releasing its digitally downloaded music system to operators across the country. This music system allows customers to choose their favorite songs via a touch screen monitor. The music is then downloaded from a central location. It's top-quality sound without CDs, 45s, or any other form of record.

Now you've seen the latest in music, but there was more for your billiard room; Lazer-Tron, one of the leading redemption manufacturers, showed its popular *Prize Zone*, which comes in both a countertop and upright version; Merit wowed the attendees with its countertop game called *MegaTouch* and its *Scorpion DX* electronic dart game; Williams showed its latest pinball *The Champion Pub*, *Hyperdrive* video, and *TouchMaster* countertop; Arachnid's booth displayed its line of *Galaxy* electronic dart games; Dart World showed a line of electronic dart products; and Incredible Technologies showed the hottest video game in town—*Peter Jacobsen's Golden Tee '98*.

And who could plan a billiard room without the best pool table available. There was a vast selection from companies like American Shuffleboard, Dufferin, Dynamo, Great American Recreation, Murray, and Valley Recreation Products. ▲



TOP: Gavin Fay of Lazer Tron pictured with *Prize Zone* being played by a young attendee.

MIDDLE LEFT: Susan and Scott Lee talk with John Margold (r) about TouchTunes' digital jukebox.

MIDDLE RIGHT: Valley's Dave Corrington encourages Paul Huebler of Huebler Cues to show off the cue designed specially for the BCA Expo.

BOTTOM LEFT: In the McDermott booth, (l-r): John Kittilstad; Teri Lynch; ladies' pool champion Jeanette Lee, and Dave Law.

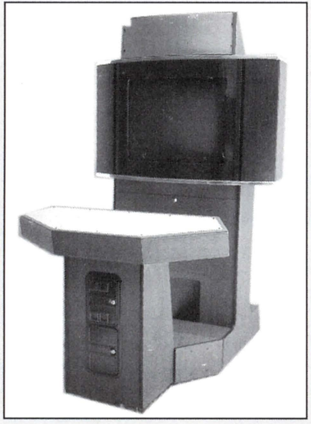
BOTTOM MIDDLE: From left: Jim Ackerman and Mike Serra of Mazzco with buyer Bob Daubrey.

BOTTOM RIGHT: Kelly Reinhardt (c) of Cue & Case pictured on the floor doing "casual" business.

FALL Equipment CATALOG

As the industry prepares for autumn trade shows, and operators resume league and tournament programs, we offer a complete list of street-friendly products: jukeboxes, table games (pool, foosball, air hockey, shuffleboard), electronic darts, card games and line games, countertops, cabinets, videos, pinballs, and new prize promotion games. For added convenience, toll-free numbers and Web sites are included where available.

CABINETS



Deluxe Cabinet

Advanced Mfg.
& Development
(707)459-7560

Comes with a 38", 50", or 33" monitor, power supply, JAMMA harness, speakers, light fixture for marquee, and accommodates joysticks, buttons, steering wheel, or gun controls. Made of wood in a slate gray, also custom colors.

Standard Upright

Advanced Mfg.
& Development
(707)459-7560

Upright free-standing cabinet built into single unit. Comes with 29" or 25" monitor, power supply, JAMMA harness, speakers, marquee light fixture, and accommodates any control. Made of wood in slate gray, also custom colors.

"See No Hear No Speak No"
CDR (615) 459-9482
MANUFACTURING
Coin Driven Reality

25" Universal

CDR Mfg.
(615)459-9482

Complete and board ready with JAMMA harness, double coin door or coin/bill door, adjustable monitor (vertical or horizontal), industry leading components throughout, lifetime service and support, and affordable price.

HS-15

Dynamo Ltd.
(800)527-6054
(817)284-0114
(www.dynamo-ltd.com)

Deluxe cabinet with a 33" monitor, super stereo sound system (16-bit), solid construction with tamper-proof screws and plywood door, two- or four-player control panel, quick-change incandescent marquee, and all-dowel construction.

DYNAMO

HS-27

Dynamo Ltd.
(800)527-6054
(817)284-0114
(www.dynamo-ltd.com)

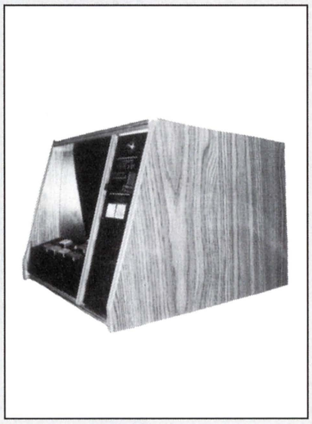
This 27-inch conversion cabinet has an adjustable monitor—upright for joystick game kits or laydown for trackball kits. It is ETL and CTL approved.

Golden Tee 27

ES25 Executive Series

Fun Co. Ltd.
(800)808-5554
(608)562-5558
(www.mwt.net/-funco)

Exclusive universal monitor mount that self centers (horizontal or vertical); monitor angles for shooting, fighting, or trackball games; rear door locks; over/under coin door; lighted marquee; leg levelers; top hand-hold; slide out drawer; and many options.



Countertop

Fun Co. Ltd.
(800)808-5554
(608)562-5558
(www.mwt.net/-funco)

Two versions (9" or 13" monitor), metal control panel with lock, universal metal DBV door (upstacker or downstacker) with lock, separate money compartment, smoke plexi, computer or conventional power supply, turntable, black and gold trim, and four standard colors.

SD-19 Sit-down/Internet

Fun Co. Ltd.
(800)808-5554
(608)562-5558
(www.mwt.net/-funco)

Internet kiosk cabinet for video, pokers, 8-lines. Standard with universal bill validator cutout, internally locked back door, lockable control panel hinged to access buttons, leg levelers, thermal-fused melamine. Options: coin mech, ticket dispenser, printer.

CABINETS

Poker/8-line Upright

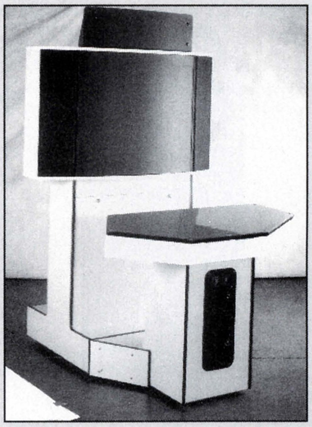
Fun Co. Ltd.
(800)808-5554
(608)562-5558
(www.mwt.net/-funco)

Comes 13" (slant top) or 19" (slant or flat top). Included: leg levelers, control panel options (rounded front Formica/wood, flat curved blackjack style wood, or rounded front metal), universal bill validator cutout, four standard colors, and many options.

ES33 Showcase

Fun Co. Ltd.
(800)808-5554
(608)562-5558
(www.mwt.net/-funco)

Sleek two-piece design; 33" switchable (CGA/EGA) Pentranic monitor; tempered glass; removable marquee; front access; swivel control panel; angled monitor glass; quick-connect JAMMA harness; dual quarter over/under coin door; and many options.



"34" Showcase Pedestal

Great American Recreation
(800)831-2011
(401)463-5587
(www.greatamericanrec.com)

Features 34" monitor (vertical or horizontal) with smoke plexi, JAMMA harness, front-mount logic assembly, rear monitor access, hinged universal two- or four-player control panel, and over/under coin door. Dove gray and white or custom colors.

"27" Conversion

Great American Recreation
(800)831-2011
(401)463-5587
(www.greatamericanrec.com)

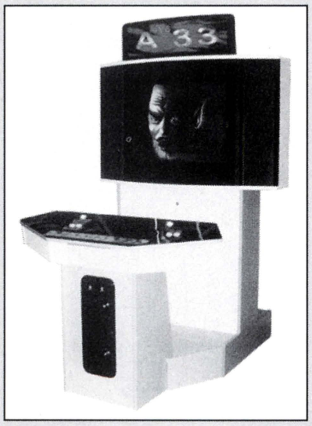
Features 27" monitor with smoke plexi, JAMMA harness, hinged two-player control panel, four-player and four-player modified control panels available, and over/under coin door. Industry black is standard; custom colors are available.

GREAT AMERICAN
Recreation Equipment, Inc.

"20" Cocktail

Great American Recreation
(800)831-2100
(401)463-5587
(www.greatamericanrec.com)

Conversion cabinet in sit-down or pedestal-mount for standup bar room appeal. Complete conversion cabinet includes 20" monitor, JAMMA harness over/under coin door, and factory PCB-ready.



A-33

HanaHo Games
(562)483-1414
(www.arcadepc.com)

A showcase style with a pedestal and 34" monitor, which can be rotated for vertical or horizontal games. Comes JAMMA ready with 1-4-player control panel, over/under coin door, and enlarged area for PCB.

T-25

HanaHo Games
(562)483-1414
(www.arcadepc.com)

Upright style with 25" monitor (27" option) which can be rotated for vertical or horizontal games. It comes JAMMA ready with large control panel, standard over/under coin door, enlarged area for PCB, and universal 1- to 4-player control panel.

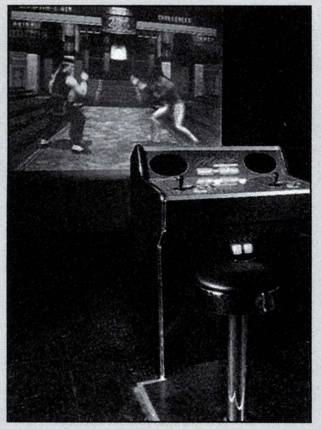
ICE

Cabinet Series

ICE
(716)759-0370

Choice of three cabinets: 27" monitor, 34" monitor, or 39" monitor.

CABINETS



Magikk 120

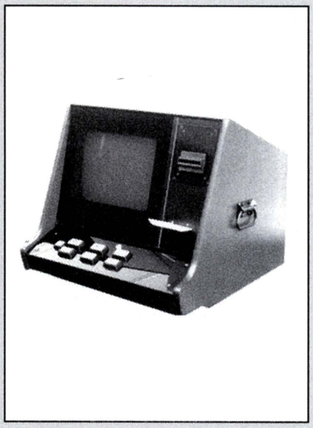
Magikkastle
(800)842-4223
(819)842-4223
(www.magikkastle.com)

Universal giant screen coin-op video game system that features 100" screen, lifesize dimension, multifrequency up to 50 khz projector for the use of any video game on the market (standard-, medium-, or high-resolution).

MHA Cabinet

M.H. Associates
(800)843-5487
(701)282-7877

Comes with 25" monitor (vertical or horizontal) with 1/4" tempered glass. Choice of prepunched steel control panel layouts, works-in-a-drawer, and quickit wiring system. Options: extra-large cash box, three- and four-player control panels, Nevamar or Formica laminate finishes.



Bar Top

Play to Win
(603)669-6770
(www.tiac.net/users/ptw)

This cabinet with a 13" monitor is of 100% plywood construction with scratch-resistant laminate and steel frames, high-quality, and competitively priced. Complete and ready to use.

Mini Showcase

Play to Win
(603)669-6770
(www.tiac.net/users/ptw)

Two-piece cabinet with 27" monitor, 100% plywood construction, scratch-resistant laminate and steel frames, high-quality, and competitively priced. Header mounts over monitor to draw attention. Complete and ready to use.

Cocktail Style

Play to Win
(603)669-6770
(www.tiac.net/users/ptw)

This cocktail cabinet with a 13" or 19" monitor is 100% plywood construction with scratch-resistant laminate and steel frames, high-quality, and competitively priced. Complete and ready to use.

Three-Player Blackjack

Play to Win
(603)669-6770
(www.tiac.net/users/ptw)

This cabinet with a 27" VGA monitor is 100% plywood construction with scratch-resistant laminate and steel frames, high-quality, and competitively priced. Complete and ready to use. Header attracts attention.

Cabaret

Play to Win
(603)669-6770
(www.tiac.net/users/ptw)

This cabinet with a 13" or 19" angled monitor is 100% plywood construction with scratch-resistant laminate and steel frames, high-quality, and competitively priced. Complete and ready to use. Perfect for smaller locations.

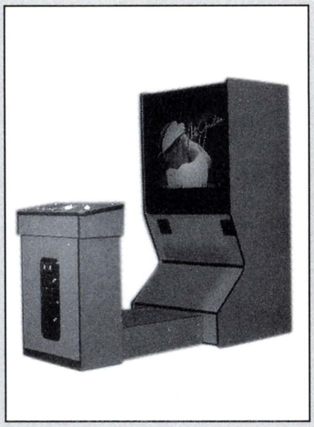
SEGA®

Naomi Upright

Sega
(650)802-3100
(www.sega.com)

New cabinet project slated for fall release.

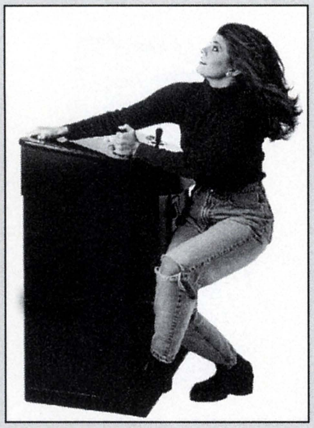
CABINETS



"38" Enhancer

T & M Dist.
(800)648-2636
(860)456-4231

All cabinets made of 3/4" plywood with high-pressure laminate on both sides and steel reinforcement where needed. Completely wired with monitor, power supply, coin door, and JAMMA harness. Choose from 13", 19", 33", and 38" monitor models. Also custom design work to meet any need.



Play Master Extreme

Wells-Gardner
(800)336-6638
(773)252-8220
(www.wgec.com)

Allows arcades, FECs, bowling centers, nightclubs, golf courses, and theaters to showcase the hottest games on a 100" screen. Picture size adjustable from 60" to 240". This system is multisync, which allows the user to play a majority of game platforms (CGA, EGA, VGA).

> *"Right now in Texas, I'd have to say that it's the onslaught of opposition to the 8-liners. An amendment was passed in 1993 to allow the 8-liners. The attorney general this year issued what he called a legal opinion, trying to outlaw them. Basically, he called operators of these machines criminals who are running organized crime rings. The amendment passed, they are legal, and now Gov. Bush wants to get rid of the machines."*
>
> **–From this month's "Coinman"**

There are reasons that truly useful things come in 6-packs, Even Billiard Fabric!

1

COST

Ever see a pool table covered with one bolt of cloth? Bed and rail cloth must be pre-cut! You cut waste, labor and minimize material costs while keeping less inventory at prices **equivilent to bolt price**. Championship supplies pre-cut bed and rails ... in six packs!

2

CONVENIENCE

Forget measuring and cutting! Eliminate errors. Clean rail cloth. No cutting, striping, or glue residue. Each set is rolled, polybag protected, boxed and shipped in six-packs (7 and 8 foot).

3

PROVEN QUALITY - TIMES 6

Championship's **backed** fabric is a durable 75% wool, 25% Nylon blend. Rails are precut from bolt length (not cross cut) for proper and consistent rebound. **This is the same durable cloth used by manufacturers, distributors and operators!**

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www.champbilliards.com

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CARD GAMES, LINE GAMES

Fantasy 5

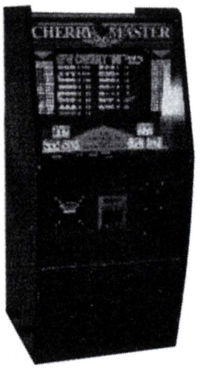
BestCo.
(800)306-4263
(864)220-6777

Exciting new 5-line game with progressive jackpot and multiple bonuses. Printer- and ticket-ready. Complies with all redemption laws. Complete games or boards; 8-line compatible.

Triple Jack

BestCo.
(800)306-4263
(864)220-6777

New Dyna 8-line with three progressive jackpots. Ticket- and printer-ready. Complies with all redemption laws. Complete games and boards.



Cherry Masters

Bettor Games Co.
(800)749-4480
(www.members.aol.com/bettorgame)

Choose from a variety of popular games in the Cherry Master series.

3-Player Blackjack Kit

Bettor Games Co.
(800)749-4480
(www.members.aol.com/bettorgame)

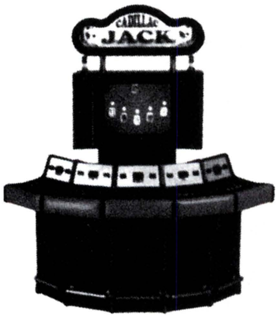
Includes software, computer, interface, station cards, cables, decals, pre-printed buttons, and wiring harness.

CADILLAC JACK

Barnyard 5

Cadillac Jack
(800)604-4263
(770)908-2094
(www.cadillacjack.com)

A new game that combines a farm animal theme and the fast play of a 5-line game. The CJ8-L platform supports printer or ticket dispenser control. It comes complete with a redemption setting.



Blackjack

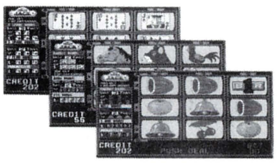
Cadillac Jack
(800)684-4263
(770)908-2094
(www.cadillacjack.com)

One-, three-, or five-player versions feature live Vegas-style blackjack. Cabinet with 33" or 27" monitors; multiple decks; dual speakers; printer, ticket, or hopper; redemption modes; and internal bookkeeping. Also Deluxe version.

Cadillac Jack MultiTouch

Cadillac Jack
(800)684-4263
(770)908-2094
(www.cadillacjack.com)

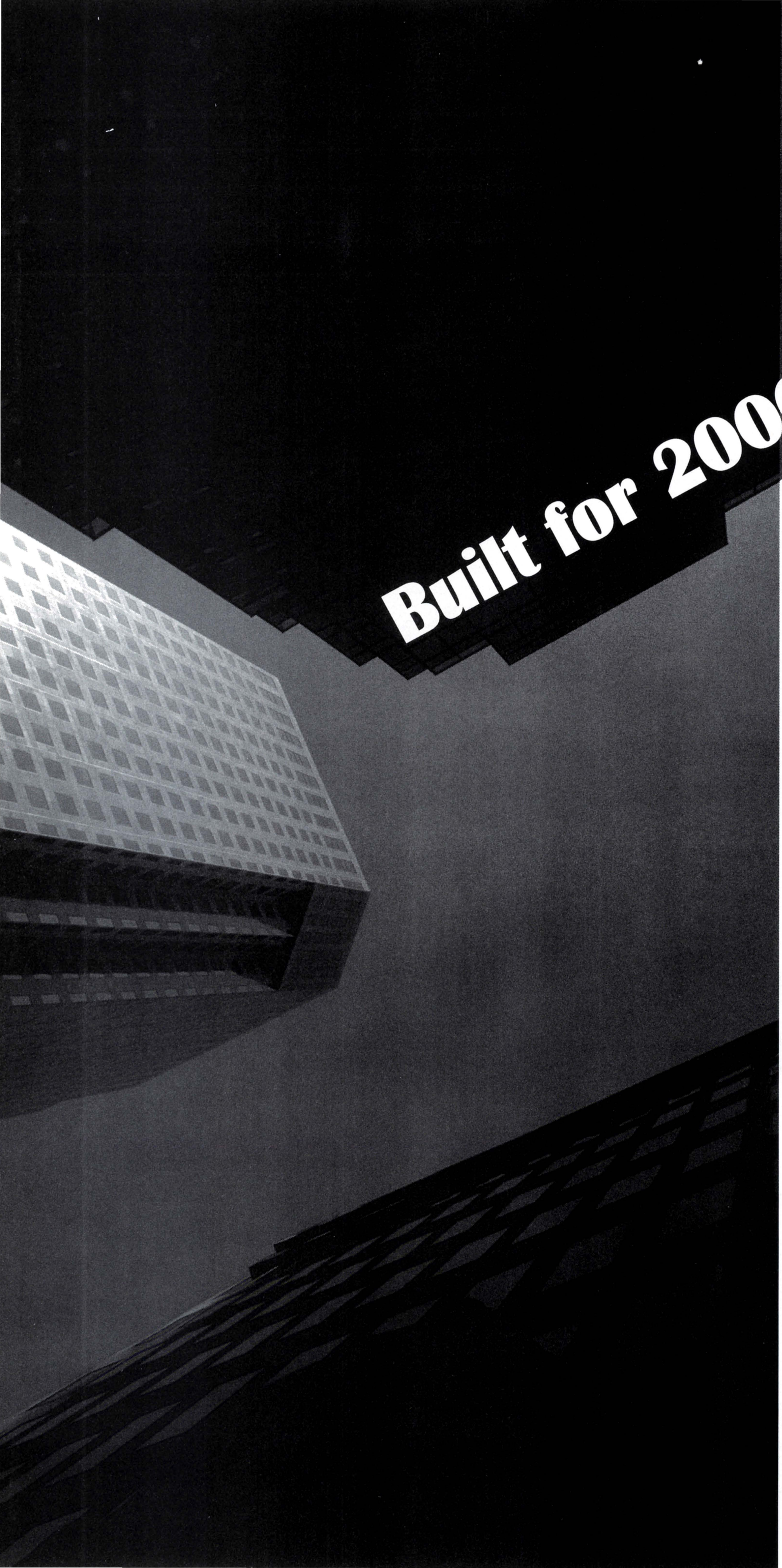
Features 15 games in one machine: blackjack, Cherry Plus, Poker Plus, Animals, Diamond Keno, Bingo, and others. Supports redemption settings and can network up to 10 machines for progressive jackpots.



Cadillac Jack Plus

Cadillac Jack
(800)684-4263
(770)908-2094
(www.cadillacjack.com)

Complies with redemption laws of AL, GA, TX, and others. Symbol settings (fruits, cards, or animals), progressive option, skill-stop, double-up, cherry and bell bonuses, and multiple redemption configurations. No interface board required.



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Chemical Bank
CitiBank
Coca-Cola Co.
General Foods Corp.
Honeywell
Matsushita
RCA
Shell Oil
United Parcel Service
VA Medical Center
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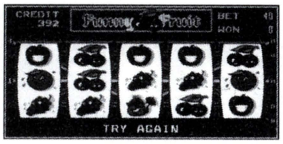
The Gold Standard In Route-Management

CARD GAMES, LINE GAMES


CREDIT 392
Funny Fruit
BET 40
WON 0
TRY AGAIN

Funny Fruit

Cadillac Jack
(800)684-4263
(770)988-2094
(www.cadillacjack.com)

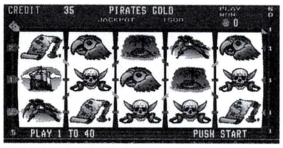
Win five ways. Features include a progressive jackpot, bonus rounds, and the CJ8-L platform that can drive a printer or ticket dispenser. Redemption and game features easily programmable with on-screen menus. Kit and dedicated versions.

CREDIT 154
ANYWHERE
PLAY 5
WON 2

Master 5

Cadillac Jack
(800)684-4263
(770)908-2094
(www.cadillacjack.com)

This 5-line game features the original Cherry Master symbols that players like, high-hit frequencies, and fast play. Also bonus round, enhanced graphics and sounds, and progressive jackpot.


CREDIT 35
PIRATES GOLD
PLAY 1 TO 40
PUSH START

Pirate's Gold

Cadillac Jack
(800)684-4263
(770)908-2094
(www.cadillacjack.com)

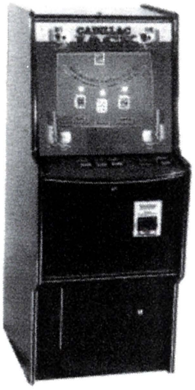
This 5-line game allows players to win five different ways and win a treasure chest bonus. Centered around the CBC-8L platform, which can directly drive a printer or ticket dispenser and has easy to use on-screen menus.

CREDIT 95
ANYWHERE
PLAY 1
WON 0
BAR

Reels of Fortune

Cadillac Jack
(800)684-4263
(770)908-2094
(www.cadillacjack.com)

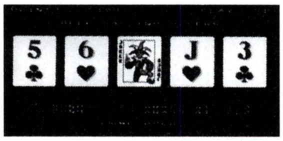
A 5-line game for redemption markets. Features a progressive jackpot and a bonus screen. Players have the option of how they want to play the reels. Skill is featured in the respin bonus.


CADILLAC JACK

One-Player Blackjack

Cadillac Jack
(800)684-4263
(770)908-2094
(www.cadillacjack.com)

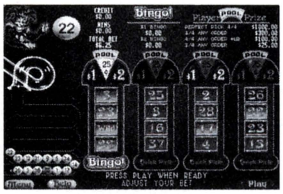
Features include fast play for up to three hands, high-security cabinet, Cadillac Jack bonus, blackjack countdown bonus, on-screen menus, and board that directly drives the printer and ticket dispenser.



Super 97

Cadillac Jack
(800)604-4263
(770)908-2094
(www.cadillacjack.com)

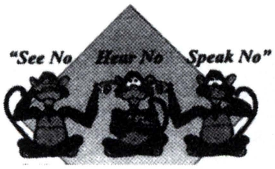
A poker with raise and double-up features, 7's and 9's bonus, easy on-screen menu, and board that directly drives the printer and ticket dispenser. Players choose from four types of cards; no interface board required.


Bingo!
Players
Pool
Prize
22
PRESS PLAY WHEN READY
ADJUST YOUR BET
Play

Wild Ball Bingo

Cadillac Jack
(800)684-4263
(770)908-2094
(www.cadillacjack.com)

A new pari-mutuel bingo game with a winner every time; multiple winners at times, and numerous bonuses and jackpots. Based on a prize pool established by the players. Classified by the company as Class II gaming.


"See No
Hear No
Speak No"

Adult Redemption

CDR Mfg.
(615)459-9482

Built-in redemption features for TX, FL, GA, NC, SC, and more. Many cabinet styles, configurable with several game variations, quality components, lifetime service and support.

CARD GAMES, LINE GAMES

Cherry '96 Special Edition

CDR Mfg.
(615)459-9482

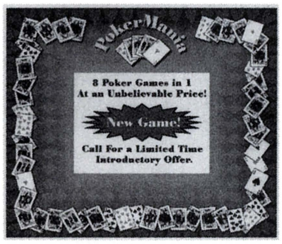
Choose from HSV, JCM, Mars, or Cash Code bill acceptors, Pentranic or Wells-Gardner monitor, configurable with a multitude of PCBs, many cabinet styles, quality components, lifetime service and support.

CHERRY MASTER

Cherry Masters

FYD
(615)758-4700

Complete 19" games, Cherry Master and Cherry Delight, in quality cabinets with 19" Wells-Gardner monitor, HSV 300 bill acceptor, 200-watt power supply, plastic bill chute, and coin mech upgrade option.



Poker Mania

8 Poker Games in 1
At an Unbelievable Price!

New Game!

Call For a Limited Time
Introductory Offer.

Poker Mania

Keystone Game Supply
(888)869-7711
(215)675-5767
(www.gamesupply.com)

Three poker games in one. Also available: boards for a wide variety of poker and 8-line games.

JOKER MASTER
1998
SPECIAL EDITION

Joker Master '98 Special Edition

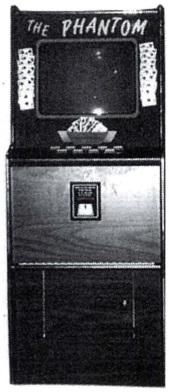
Leisure Entertainment
(800)645-2162
(516)593-5050

New game with big progressive joker bonus, joker respin, two fruit bonuses, hold pair, skill-stop key, joker in double-up, jingle bell music, game reel continuance spinning, and coin out rate of one or 10.

Video Blackjack

McGregor
(888)706-0539
(919)933-8066
(www.videogaming.com)

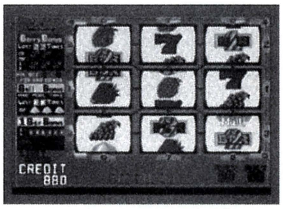
The company custom builds each game for the operator's specific needs.



Video Poker/8-Lines

McGregor
(888)706-0539
(919)933-8066
(www.videogaming.com)

Have games built to your specifications; choose from a variety of poker and 8-line boards.



Berry Bonus

Micro Mfg.
(800)277-6136
(615)793-5510
(www.micromanufacturing.com)

A game that has all the bells and whistles of a winning 8-line: Berry, MultiBerry, One Bar, and Bell Bonuses. Includes 16 lines of play, real photos in the double-up game, and eye-catching graphics and sounds.

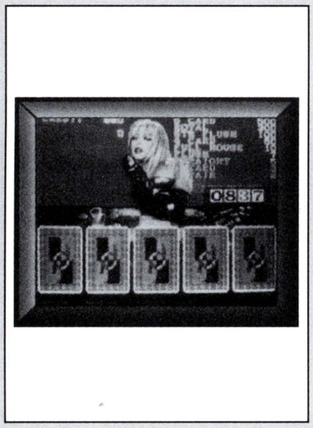
MAGICAL ODDS

Magical Odds

Micro Mfg.
(800)277-6136
(615)793-5510
(www.micromanufacturing.com)

An 8-Line with a unique color or odds feature combined with Joker Fever and Red Joker Bonus. Game play is fast-paced; multiple models are in the double-up game. In upright, mini-upright, countertop, sit-down, or kit.

CARD GAMES, LINE GAMES



Major Poker Deluxe

Micro Mfg.
(800)277-6136
(615)793-5510
(www.micromanufacturing.com)

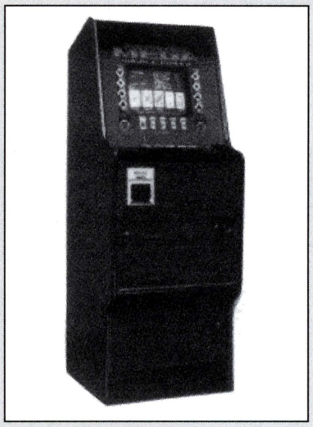
Popular five-card poker game with vivid graphics, on-screen dealer, enhanced sound effects, and fever and double-up rounds. Available in two upright cabinets, 9" or 13" countertop, 13" mini, or sit-down.

TURBO POKER II

Turbo Poker II

Micro Mfg.
(800)277-6136
(615)793-5510
(www.micromanufacturing.com)

A Micro original five-card poker game with raise, hi-lo bonus, extra cards, and automatic deal and draw. In two upright 19" cabinets, 13" mini-upright, 9" or 13" countertop, or sit-down. Also in kit form.



Draw Poker 13"

P & E
(800)979-9801
(732)872-9800

Features works-in-a-drawer cabinet, rear (Wells-Gardner) monitor access, and games from plain draw poker to auto programs with digitized graphics and on-screen menu programming. Options: ticket dispenser, bill acceptor, printer, and progressive display.

Draw Poker 19"

P & E
(800)979-9801
(732)872-9800

Works-in-a-drawer cabinet with rear access panel. Program features: random and super progressive bonuses; Aces or Jacks; quarter or nickel play; strip girls; digitized graphics; and auto bet, raise, draw. Options: bill acceptor, ticket or token dispenser, and progressive display.

Draw Poker Sit-Down

P & E
(800)979-9801
(732)872-9800

Stylish sit-down cabinet made with fine components, designed with the comfort of the long-term player in mind. Choose from a wide range of the best poker programs. Options: bill acceptor, ticket or token dispenser, and progressive display.

19" 8-Line

P & E
(800)979-9801
(732)872-9800

Works-in-a-drawer upright with choice of 8-line programs: Cherry Master, Cherry 96, Fruit Bonus, Super Cherry Plus, Cherry Master 97, Jingle Bells, Treasure City, and more. Options: bill acceptor, ticket dispenser, printer, and progressive display.

8-Line Sit-Down

P & E
(800)979-9801
(732)872-9800

Available with choice of 8-line programs: Cherry Master, Cherry 96, Fruit Bonus 96, Super Cherry Plus, Cherry master 97, Jingle bells, Treasure City, and more. Options: bill acceptor, ticket dispenser, printer, and progressive display.

The Gamer
The Gamer A Touch of Class

The GAMER

P & E
(800)979-9801
(732)872-9800

Multigame touch screen machine with flexible on-screen menu programming mode, casino-style or wood cabinet. Designed for the South Carolina market, now upgraded with 8-lines and an array of pokers, blackjacks, keno, lotto, bingo, add 'em-up, pig, and more.

CARD GAMES, LINE GAMES, PRIZE PROMOTION

WINNER'S TOUCH
MULTIGAME PLATFORM

Winner's Touch
P & E
(800)979-9801
(732)872-9800

Multigame touch screen machine with 15 games. In 19" upright or 19" casino-style cabinet with SVGA graphics; 16-bit sound; 386 processor; and multiple serial ports for ticket dispensers, printers, modems, progressive displays, and more.

NO PHOTO AVAILABLE

Treasure Touch
Play To Win
(603)669-6770
(www.tiac.net/users/ptw)

Multiple game featuring poker, blackjack, keno, 8-lines, and one-line slots. Supports hoppers, ticket dispensers, or printers, and has advanced on-screen programming. Other card games and 8-lines available.

Super Cherry Master
Kevin Sharp
(800)624-3779
(615)895-9099
(www.kevinsharp.com/kse)

One of the newest in the Cherry series. Other 8-lines available: Cherry Master, Cherry Delight, Fruit Bonus 96 and Cherry 96. Games can be in sit-down, countertop, and mini cabinets. Programs for GA.

TOUCH GAME TO SELECT

Touch the Gold
Tekbilt
(800)666-7776
(215)322-3232

Multigame touch screen unit that has 16 games in its main menu including keno, poker, bingo, lotto, pull-tab, and slots. Features include custom software and configurations and all-metal casino-style cabinet. Approved for SC.

$100
$100
$10
$100

Lucky Shamrock Sweepstakes Dispenser
Diamond Game Enterprizes
(818)727-1690
(www.diamondgame.com)

Dispenses a prepaid long distance phone card with a promotional sweepstakes and a chance to win cash prizes. Ideal for taverns, bowling centers, truck stops, and convenience stores.

FREESPIN
COLLECTORS CARDS
CARDS

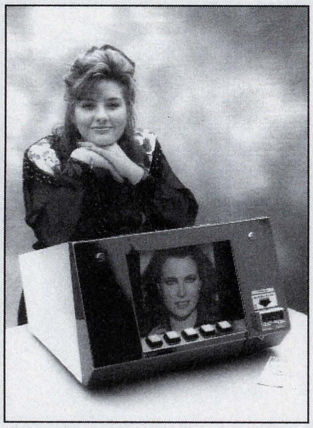
Free Spin
Worlds of Games
(800)762-0015

Promotional prize game that dispenses collector cards.

It uses most multiline boards and loads easily. Currently in use in TN. Also available: Free Draw.

> *"I've been around this industry long enough to know that if you don't take care of your customers, you won't have any customers."*
>
> **--From this month's "Cover Story"**

COUNTERTOPS



Mind Bender

J. Nelson Technology
(805)379-0131

A digital video countertop that features full-screen motion video play similar to VCR video. Games include compelling video quiz (multiple categories), strip poker, and strip 21.

Concord 2

JVL
(800)296-6657
(905)738-1344
(www.jvl-ent.com)

The most games (54) in six categories including erotic and adult XXX (option); fast game play; high-resolution graphics; money control system; tilted monitor, multiple languages, tournament play (option); speed link. Also upright with 17" SVGA screen.

Prize Zone

Lazer-Tron
(925)460-0873
(www.lazertron.com)

A CD-ROM-based redemption unit with a variety of games: Scud Attack, Speed Draw, Super Solitaire, Quiz Show, and more. Double coin mechs, large cash box, and \$1-\$5 bill acceptor (option). Tamper-proof and operator-adjustable. Also upright.

Countertop Champion

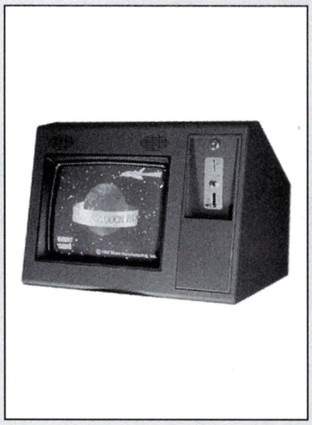
Leisure Time Champion
(800)448-4263

Includes touch screen interaction and up to 70 different player-selectable games. The Champion II has several revenue-enhancing features including advertising screens, a game timer with setting options, and coin option settings.

Megatouch XL

Merit Industries
(800)523-2760
(215)639—4700
(www.meritind.com)

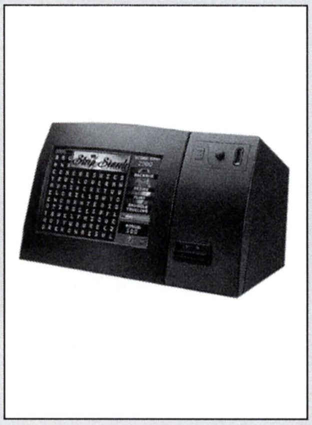
Over 50 games are here, just the right mix of card, trivia, sport, strategy, and erotic themes. Frequent CD-ROM updates keep titles fresh. SVGA graphics, on-screen adjustable digital sound, and programmable game pricing. Also upright.



Global Touch HD Plus

Micro Mfg.
(800)277-6136
(615)793-5510
(www.micromanufacturing.com)

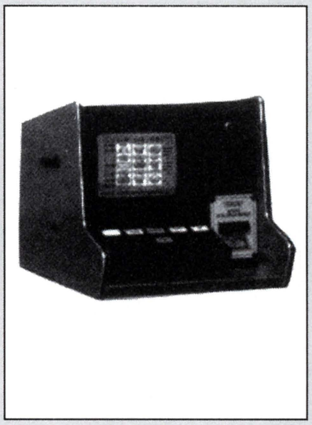
The 6 Pack Plus update has the new game Fotofind and almost 10,000 new Trivia questions, skill games, and adult games including Sexy Si-moan with full-motion video, and five new Sex Trivia categories. Also upright and 13" mini.



Touchmaster 4000

Midway Games
(773)961-1000
(www.midway.com)

The latest software update brings the total menu to 29 games including one based on a classic: Centipede Returns. Other new games are Strip Search, Go Wild, Flight Deck, Mah Jongg, and Jamba—all with fast response time. Also upright.



The Bar Topper (8-Line)

P & E Technologies
(800)979-9801
(732)872-9800

A UPS-shippable countertop with swivel base, 9" or 13" monitor, and Mars DBA with 400-bill stacker. It is available in all 8-Line programs and with a ticket dispenser.

COUNTERTOPS

The Bar Topper (Poker)

P & E Technologies
(800)979-9801
(732)872-9800

UPS-shippable with swivel base, 9" or 13" monitor, and Mars DBA with 400-bill stacker. Offered in a host of poker programs with such features as random bonus, super bonus, adjustable percentage, auto raise bet, and draw. Now with ticket dispenser.

Winners Touch

P & E Technologies
(800)979-9801
(732)872-9800

Multigame touch screen unit with 15 games: seven pokers, two 3-liners, two 5-liners, one 8-liner, one pull-tab, blackjack, and keno. SVGA graphics, 16-bit sound, and multiple serial ports for ticket dispensers, modems, and printers. Also upright.

WT Trivia Deluxe

P & E Technologies
(800)979-9801
(732)872-9800

A special version of the Winner's Touch software now incorporates trivia games along with pokers and line games. Plays and score are separated out so there can be no claim that the player is receiving something of value (i.e. free replays).

> *"I think the industry should lay off the fighting games for a while.*
>
> **--From this month's "Off the Record"**

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MIKE AND IKE

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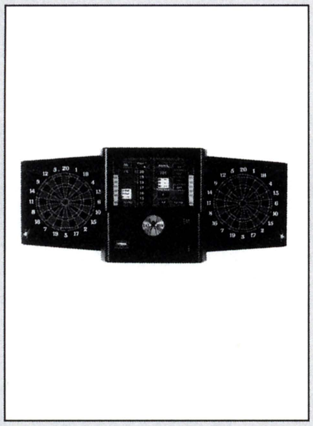
Mayoni Enterprises
EST. 1982

GYPSY
SUPER GRIP
TOUCH
Love

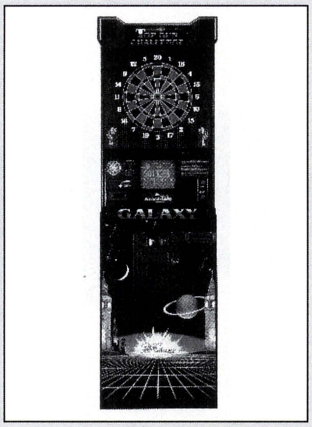
DART GAMES



Black Widow

Arachnid
(800)435-0319
(815)654-0212
(www.bullshooter.com)

Wall-mount game with two dart boards and center touch screen monitor that gives team and individual standings. The screen shows accuracy and speed; in split-screen mode it plays like two Galaxy games. New games and advertising capability.



Galaxy

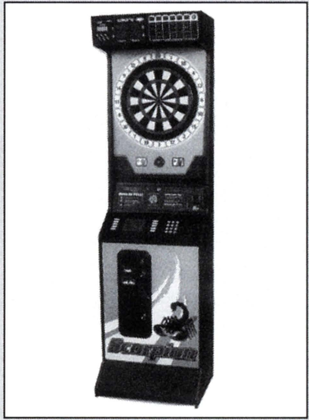
Arachnid
(800)435-8319
(815)654-0212
(www.bullshooter.com)

Includes the Tournament King software that keeps track of feats and prints charts and match cards. Games include Wild Card Cricket and Bermuda Triangle. Comes with a modem kit, Dartman II league master software, and operator and team cards.

Dart Star Spectrum

Medalist Marketing Corp.
(800)532-4837
(253)939-2900

Features include overhead monitor, modular electronics, optional bill validator, modem and printer connections, large game choice, on-screen animations and awards, game statistics, '01 and Cricket stats, bookkeeping functions, and on-screen league play.



Scorpion DX

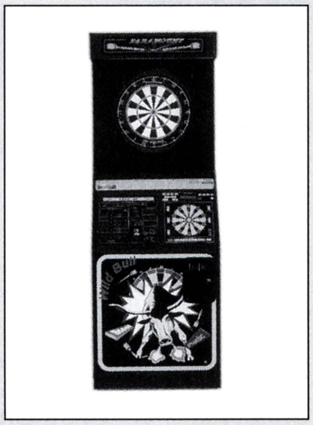
Merit Industries
(800)523-2760/(215)639-4700
(www.meritind.com)

This model uses a 386 Elan processor and has a user-friendly LCD screen with customizable information, full fax/modem capabilities to transfer league data, and a built-in bar code reader. Multiple machines in a location can be linked to the modem.

Scorpion 9000

Merit Industries
(800)523-2768
(215)639-4700
(www.meritind.com)

Features the solo challenger option, player statistics, handicapping modes, special play features, flip-top hinged cabinet, self test and diagnostics, adjustable game options, and optional bill acceptor or electronic mech. UL and CE approved.



Wild Bull

Paramount Technologies
(800)669-9597
(www.paradarts.com)

The game uses a traditional bristle board. It features automatic scoring and player change, 21 games, play against the computer at eight skill levels, easy-to-read scoring on the monitor/LED panel, and authentic Cricket X in a circle LED display.

Cougar 8

Valley Electronics
(815)895-8188

Look for bold graphics, new games (Rapid Fire, Stop Watch), and features such as Auto Adjust and Time Handicap that "level" varying skills. The 3-button menu selection simplifies game choices and options. Look for enhanced mechanics, faster microprocessor, and expanded controller card capacity.

Cougar IQ Series

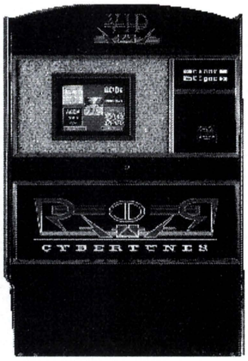
Valley Electronics
(815)895-8188

This model has a microprocessor/fax-modem that compiles and transmits league stats and player information. It can receive rosters and handicaps, then post them on the monitor. Features include new games, visual and audio attract mode, 14" interactive VGA color monitor, 3-button game selection, and more.

JUKEBOXES

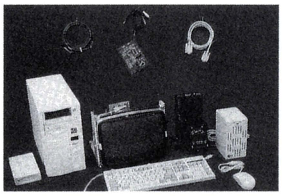
Baudy Songs
Arachnid
(800)435-0319/
(815)654-0212
(wwwlbullshooter.com)

Digital downloading jukebox with unlimited capacity. Features include high-resolution graphics; touch screen music selection by song, artist, album, and genre; and animated graphics rotating through advertising messages.



Cyber Tunes
Cybertainment Systems
(561)966-4534
(www.cyberjukebox.com)

Access up to 1,000 top hits with no album fillers. Music is loaded via telephone modems using standard voice-grade lines. Song choices are made by keypad. Other features: background music, operator reports, advertisement display, and options such as remote volume control.



Retrofit Kit
Cybertainment Systems
(561)966-4534
(www.cyberjukebox.com)

Contains 14" rack-mount color monitor, Pentium 133MHZ PC system, 101-key keyboard with adaptor cable and mouse, Coinco bill acceptor with 500 bill stacker, interface board for bill acceptor, Windows 95 and CyberTunes software, and removable hard disk drive.

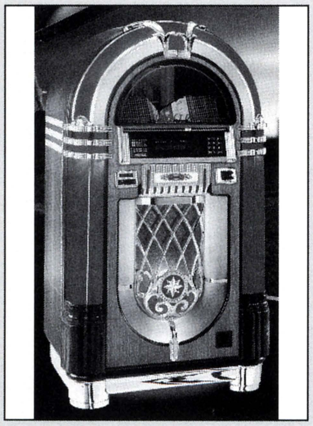
NO
PHOTO
AVAILABLE

Stargate Line
DVD Technologies Corp.
(304)788-6580
(www.dvd-technologies.com)

New audio and video digital content jukebox, and a DJ/VJ (disc jockey/video jockey) system for the bar and nightclub industry. Due for September release.

Emerald Ice
NSM-America
(630)860-5100
(www.nsm-music.de)

This jukebox has a glass display with translucent forms and varied illumination intensity behind layered silk-screened glass. Silver, aquamarine, and green shimmer in varying intensities to create an intriguing display of emerald facets.



Nostalgia Gold
NSM-America
(630)860-5100
(www.nsm-music.de)

A jukebox with the classic look of the golden age of music, it features an old-fashioned wood cabinet, walnut pilasters, rotating color cylinders, decorative inlays, and eight flowing bubble tubes, while housing NSM's CD changer and handling system.

Performer Grand 2000
NSM-America
(630)860-5100
(www.nsm-music.de)

This top of the line jukebox has an enhanced appearance featuring laser transmitting effects and colored pulsating rods. NSM's fine-tuned Hyperbeam system is included as well, providing the optimal CD handling and changer system.

Performer Wall 2000
NSM-America
(630)860-5100
(www.nsm-music.de)

A wall-mount version of the Performer Grand 2000 has ebony and silk-screened front glass, providing an attractive design suitable for most any location.

JUKEBOXES

Sapphire

NSM-America
(630)860-5100
(www.nsm-music.de)

Full-size floor model that combines new wide-view 16-jacket title display with visible high-performance CD changer. The cabinet is compact with chrome T-molding, interchangeable side panels, graphics panel, and CD changer mask that allows operators to customize.

NO PHOTO AVAILABLE

Regatta

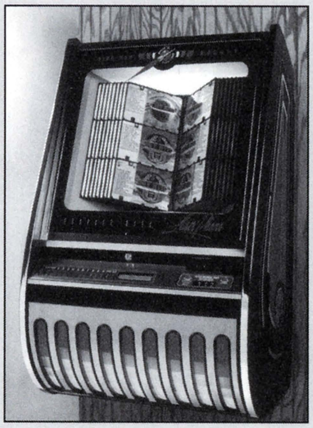
P & P
(847)952-7500

Features VIP priority play (bump up selection), integrated electronics, modular design, removable 100-disc magazine, self-diagnosis/service menu, interchangeable bill acceptors, high-power integrated amplifiers, A.D.C. audio control system, background music, bonus pricing, and more.

Bubbler

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

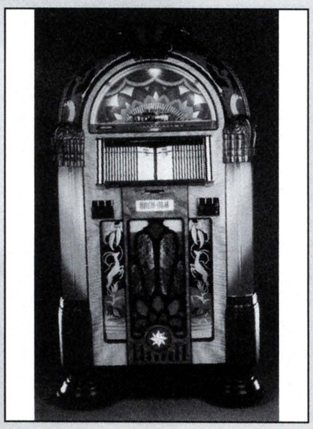
The look of legendary jukeboxes reproduced in the SyberSonic Bubbler Series. Its 100-CD changer flips the disc right down in front of you. All 19 metal pieces are genuine die-cast metal, triple-plated, highly polished chrome. Only the finest hardwoods adorn this timeless classic.



Convertible Rocket

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

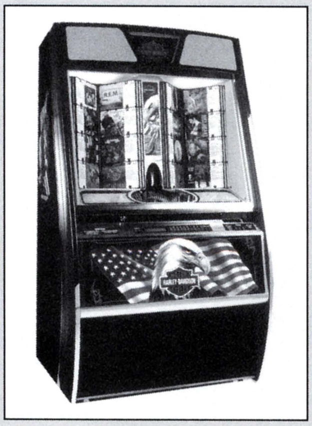
This jukebox can be operated as a floor model or easily changed to a wall-mount: remove four bolts to take it off its base, plug in remote speakers, turn on the Surround Sound, and you're ready. It has 100-CD capacity, 360 watts RMS of power, and complete self-diagnostics.



Gazelle

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

The jukebox features art deco fawns playing the Pipes of Pan above and two leaping gazelles etched in mirrored glass panels below. The gazelles are brilliantly illuminated with ever-changing colors.



Harley-Davidson Legend

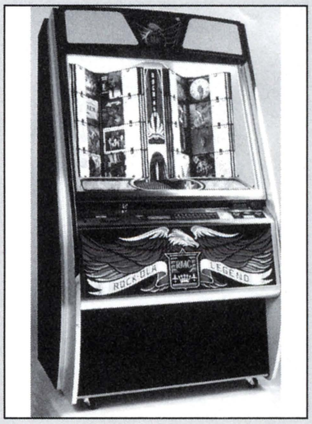
Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

A limited edition model with beautiful graphics commissioned exclusively from the Harley-Davidson Motorcycle Corp. Operating under Rock-Ola's SyberSonic 4.0 Electronics System, this jukebox combines classic style with state-of-the-art technology.

Intrigue

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

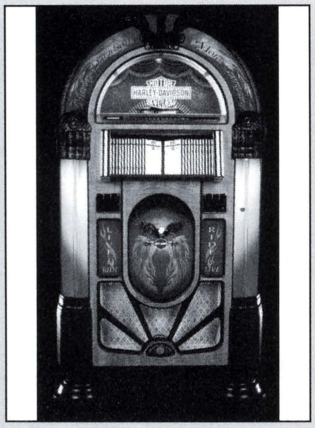
Features include a 22-at-a-time title display through an extra large front glass and new side glass displays. Nostalgic styling with blue and tan color scheme and all-new graphics on the front door and top crown. It operates under the SyberSonic 4.0 Electronics System.



Legend

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

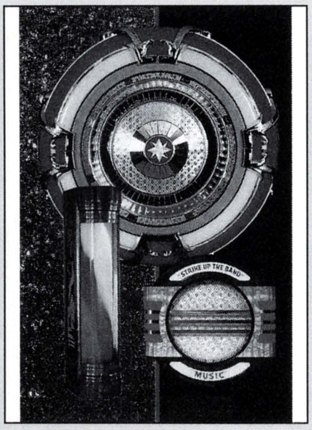
Looking through the glass dome you can see the large 4x4 title display. This 100-CD capacity jukebox features dual amplifiers with surround sound, 32-character LCD display, and advanced SyberSonic 4.0 Electronics System. Available in red and black.



Nostalgic Harley-Davidson

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

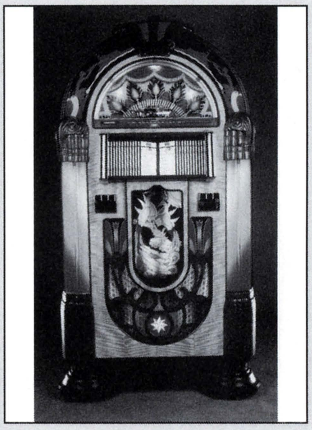
Features include a 100-CD magazine, dual amplifiers with surround sound and separate equalizers, five-speaker dual three-way audio system, 260 watts RMS power, four bubble tubes, and standard infrared remote volume control.



Nostalgic Speakers

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

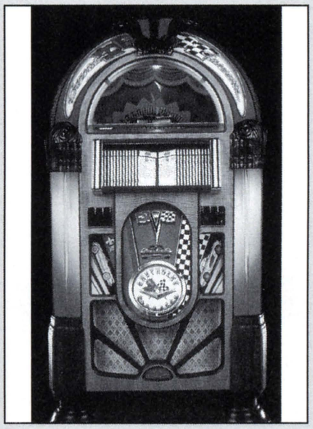
Masterfully crafted replicas of classic speaker designs. The Bubbler, Strike Up the Band, and Gazelle Light Bar speakers add a nostalgic touch to any location or game room.



Peacock

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

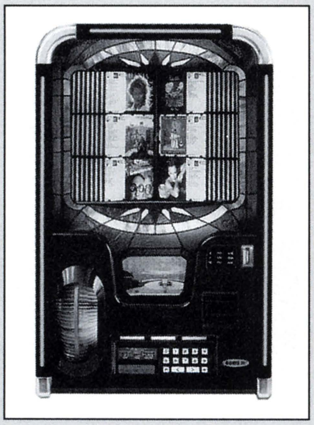
The top of the line jukebox that includes all the classic features: six bubble tubes rotating colors in the side columns, and polarization of light in which every feather in the peacock's plume changes color independently from the feather next to it.



Nostalgic Corvette

Rock-Ola Mfg. Corp.
(847)928-2121
(www.rock-ola.com)

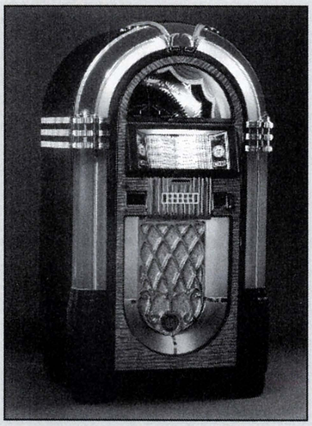
A unit that combines the quality craftsmanship of nostalgic cabinets with the classic style of one of the world's most desired cars. Outfitted with the advanced 4.0 Syber-Sonic Electronics and new user-friendly audio system.



LaserStar Berkeley

Rowe International
(616)243-3633
(www.roweami.com)

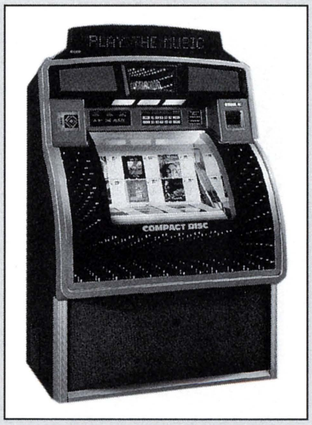
CD wall jukebox that delivers clear, detailed sound. Features include exclusive dual seven-band equalizer, three-channel surround sound capability, neon lights, double animation, six CD jacket display, and CDG, CDV, and karaoke-compatible.



LaserStar CD Nostalgia

Rowe International
(616)243-3633
(www.roweami.com)

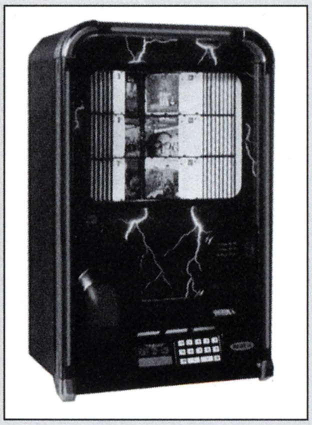
This jukebox has the look of the past from the front with eight bubble tubes and changing colors. The CD version is equipped with a CD-100C mechanism and holds up to 50 discs. Rowe accessories: CD LaserStar wireless remote and printer interface kit.



LaserStar Starlight CD-100G

Rowe International
(616)243-3633
(www.roweami.com)

Features include a new title display to merchandise music, 12 full-size CD jackets beside easy-to-read title strips highlighted by theatrical infinity lighting, and motor-driven pages that flip vertically and hold up to 100 CD albums. In black or red.

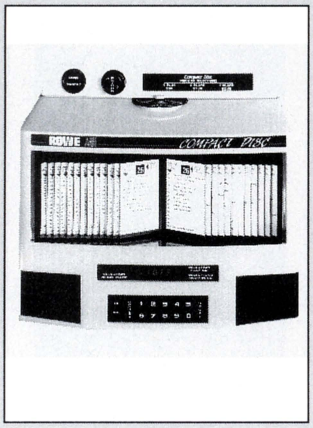


LaserStar Storm CD

Rowe International
(616)243-3633
(www.roweami.com)

Look for six full-size CD jackets on display, title rack hinged to rotate out of the way during servicing, 100 CD covers, double animation, exclusive True Dimensional Sound, neon lights, and three-channel surround sound capability.

JUKEBOXES



LaserStar CD Wallette

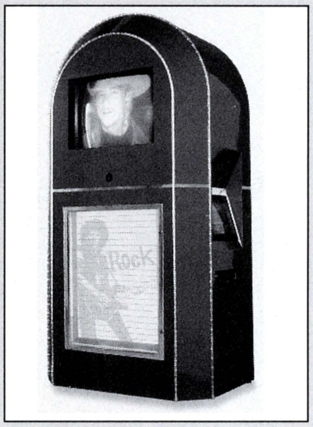
Rowe International
(616)243-3633
(www.roweami.com)

This unit is designed as a replacement for vinyl wallboxes and to open up new markets, ones that require small countertops and wall-mounted jukebox selectors. It has an attractive design and style that allows the jukebox to match any decor.

MM-3 CD

Rowe International
(616)243-3633
(www.roweami.com)

A CD jukebox in a smaller size now available in two colors, Capri teal and Cheyenne red. Eight full-sized CD jackets are displayed. Set on autoplay, the jukebox automatically plays a random or pre-selected track at specific time intervals.



XVN System

Software Control Systems
(604)278-7950

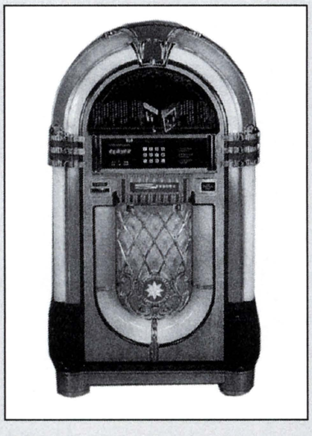
A touch screen entertainment platform that incorporates a variety of audio and video options from play list customization to a karaoke component. Features include a music exchange package and coupon printer for on-site promotions. The object is to offer as much entertainment through one unit as possible.

TouchTunes
DIGITAL JUKEBOX
PICK AN ALBUM

TouchTunes Digital Jukebox

TouchTunes Digital Jukebox
(888)338-JUKE
(www.touchtunes.com)

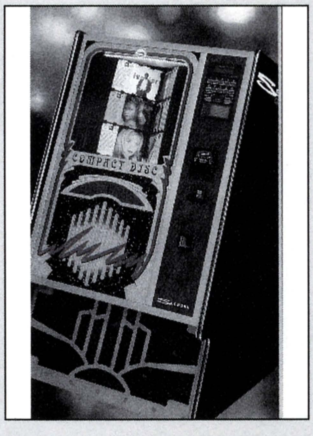
A downloading jukebox using the latest MPG 1 Layer III technology with MMP encryption to reproduce CD-quality sound, and a 4.5 gigabyte hard drive touch screen selector. Built by Bose, the sound engineering company with 30 years of experience.



Classic

Universal Jukebox
(888)385-5853

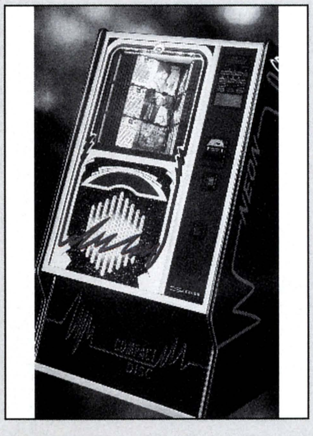
Classic nostalgia styling in a jukebox that features all cast-metal ornamentation, solid hand-crafted wood cabinet, and illuminated rainbow colors with bubble tubes.



Gold

Universal Jukebox
(888)385-5853

Gold trim and grill highlight this unit that has a game feature for players to match their selection number to a random series of numbers displayed after the selection. It includes an optional ticket dispenser where legal, and can be connected to video and karaoke.



Mercury

Universal Jukebox
(888)385-5853

A 102-CD jukebox with easy-to-read title display, CDM Philips disc reader for disc tracking, system software for play and service analysis, top hits button, and many programmable features. Options: karaoke kit and printer for full data retrieval.

LASER MUSIC

Laser Music

Universal Jukebox
(888)385-5853

Features include a visible mechanism and dramatic graphics, 102-CD capacity, and three optional sound distribution modes from a Technics state-of-the-art audio system: Dolby Pro Logic Surround Sound, Enhanced Stereo, and Standard Stereo.

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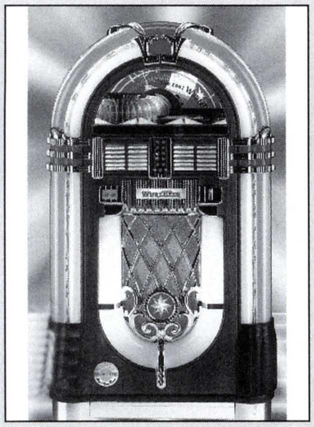
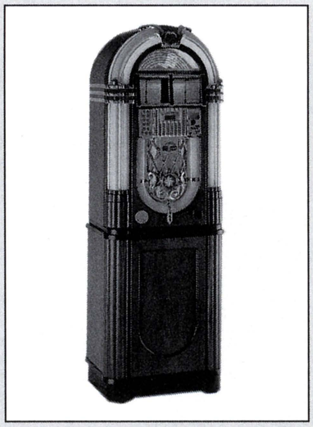
JUKEBOXES



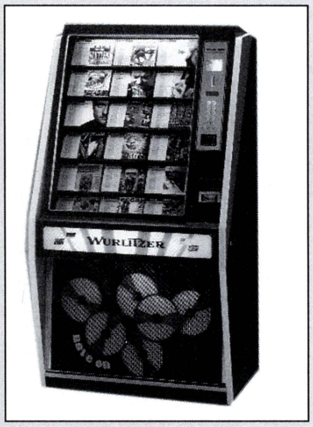
One More Time
Wurlitzer
(800)987-5480/
(847)662-1700
(www.wurlitzer-jukebox.com)

The cabinet of the famous Wurlitzer 1015 is the ideal home for this CD unit that features rotating lights with constantly changing colors and bubbles. More than 1,200 songs are shown on the 60 program pages.



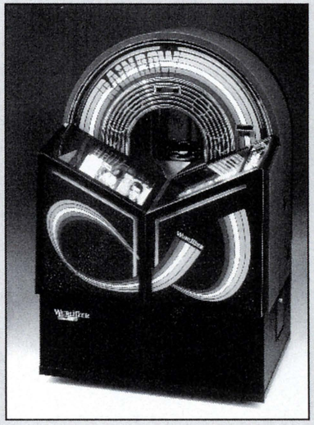
Princess
Wurlitzer
(800)987-5480/
(847)662-1700
(www.wurlitzer-jukebox.com)

Wall-mounted jukebox in classic 1015 styling with commercial-grade Philips CD player/reader, 200-watt amplifier, and EZ connects to hookup speakers. Options available including a pedestal base for home use.



Rave On
Wurlitzer
(800)987-5480/
(847)682-1700
(www.wurlitzer-jukebox.com)

Small and affordable jukebox with a 54-CD display, advertisement panels, full background music capabilities, four matched internal speakers, and connections for microphone, added amp, and extra speakers.



Rainbow
Wurlitzer
(800)987-5480/
(847)662-1700
(www.wurlitzer-jukebox.com)

Includes a programmable 120-disc CD changer, program book that features eight CDs at a glance, and multi-functional display. Options: bill acceptor, infrared remote, microphone paging kit, and bookkeeping printer.

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> *"For about the price of two Daytonas we'll show them what the big boys have had for years."*
>
> **--From this month's Worlds of Games "Product Profile"**

POOL TABLES

Bumpa Pool

American Intl. Shuffleboard
(800)598-2881/(201)488-2889

Includes one set of 10 high-grade balls (five red, five white); two high-quality 48" cue sticks; one chalk holder; one box of pool chalk; one rules sign; and extra tips, cement, and cue clamp. Dimensions 38.5" x 54" x 31". Three colors available: Hatteras oak, black, or walnut.

Blacklight Pool

Dynamo Ltd.
(800)527-6054/(817)284-0114
(www.dynamo-ltd.com)

Ideal for bowling centers, upscale bars, teen clubs, and FECs, this model features custom trim, cloth, and balls that glow under the black light.

The Classic

American Intl. Shuffleboard
(800)598-2881/(201)488-2889

Features all deluxe accessories; genuine Formica throughout; professional K-66-type rails; highest grade billiard cloth; guaranteed automatic ball return; exclusive cue ball lock; tamper-proof cash box; and cheat-proof feather touch coin chute mechanism.

Top Brass

Dynamo Ltd.
(800)527-6054/(817)284-0114
(www.dynamo-ltd.com)

Perfect for upscale bars and pool rooms, this model has all the exclusive Dynamo features including solid poplar rails and a ball return system with straight ramps and no blind spots. It comes with heavy-gauge blue cloth accentuated with polished brass trim.

Coin-Op I

Connelly Billiard Mfg.
(520)624-6000

Features include Formica-covered hardwood rails with solid brass corners, solid brass feet, and 3/4" Italian slate. The table comes in black with red felt. Also available: Coin-Op II in wood finish with blue felt.

Buckingham

Global Billiard Mfg.
(310)764-5000
(www.globalbilliard.com)

A modern descendant of Old English design. Cherry laminate finish with solid maple legs and brass accents. Available in 7', 8', and 9' models.

POOL TABLES

Challenger

Global Billiard Mfg.
(310)764-5000
(www.globalbilliard.com)

Classic styling to suit a wide variety of locations. Features include solid hardwood rails and durable die-cast metal corners. Available in black and mahogany finishes; 7' and 8' models.

Concorde

Global Billiard Mfg.
(310)764-5000
(www.globalbilliard.com)

New for 1998! The latest edition to Global's line of upscale models features distinctive polished chrome corner castings, steel cylindrical legs, and a textured black laminate finish. Available in 7', 8', and 9' models.

Old Timer

Global Billiard Mfg.
(310)764-5000
(www.globalbilliard.com)

Design accents perfect for locations with a Western decor. Mahogany laminate finish. Available in 7', 8', and 9' models.

Pro

Global Billiard Mfg.
(310)764-5000
(www.globalbilliard.com)

True professional play in a coin-op table. This 9' model features a black laminate finish, solid hardwood rails, durable die-cast metal corners, and construction with a three-piece slate framed with solid poplar.

The Windsor

Global Billiard Mfg.
(310)764-5000
(www.globalbilliard.com)

Elegant styling suitable for the most upscale locations. Features include solid oak carved legs and a lacquered oak-veneer cabinet. The Windsor can be stained to match any decor. Available in 7', 8', and 9' models.

Eagle

Great American Recreation
(800)831-2011/(401)463-5587
(www.greatamericanrec.com)

Look for furniture-grade 3/4" plywood construction with mahogany Formica, original one-piece Italian slate, dual steel slate supports, unitized composite ball return, ABS-injected legs, hinged/locked table cleanout, die-cast chrome corner castings with screw-in pocket liners, and location-adjustable pricing. Five sizes plus non-coin models; all come with accessories package.

POOL TABLES

Legacy

Great American Recreation
(800)831-2011/(401)463-5587
(www.greatamericanrec.com)

Features include cabinet-grade plywood construction with black Formica finish, durable electric blue felt for faster play and longer time before first recovery, and die-cast chrome corner castings with screw-in pocket liners for easy replacement. It has all the standard features in the Eagle. Five sizes and non-coin model.

GREAT AMERICAN
Recreation Equipment, Inc.

Legacy Gold

Great American Recreation
(800)831-2011/(401)463-5587
(www.greatamericanrec.com)

New model produced with black Formica, electric blue felt, and trimmed in a stylish gold corner molding. New for 1998: Model 900 table or 9' table like those on the pro tour circuit. Any of the company's select signature model tables can be made as a Model 900 with choice of style, color, or accent to help develop cross market players.

Monarch

Great American Recreation
(800)831-2011/(401)463-5587
(www.greatamericanrec.com)

A contemporary design new release with an ash Formica finish and green felt. Cabinet construction is from furniture-quality 3/4" plywood with detailed chrome corner castings, screw-in pocket liner, and the same quality features in the proven Eagle. Five sizes and non-coin models.

Neon Lites

Great American Recreation
(800)831-2011/(401)463-5587
(www.greatamericanrec.com)

New release with eye-catching, futuristic design. Features include black Formica finish, one-piece original Italian slate, and black table felt and blue rails. Side rails and corner castings are produced in black light glow trim; also balls and triangle. Standard features are the same as the Eagle. Five sizes and non-coin models.

Sam Billares Billiards

J-S Sales
(800)431-2944/(914)668-8051

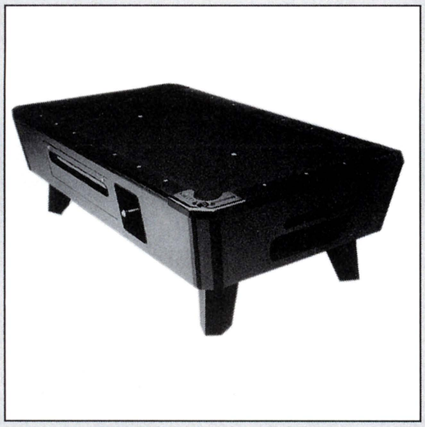
Features include solid frame construction in phenolic plywood and aluminum, scratch- and mar-resistant rails, natural SK cushion rubber, one-piece diamond-hone slate, DLS ball release system, low consumption X-shaped ball return track system, steel door for independent access to cash drawer, CPU incorporating an LED for credit, and options.

Coin-Op Pool Tables

Playcraft Industries
(800)858-8100/(203)222-8301
(www.playcraft.com)

Playcraft features a complete line of Garlando coin-op pool tables, including 6', 7', 8', and 9' models. Garlando aims for trouble-free, maintenance-free products of the highest quality. An exclusive pool table feature is a built-in hydraulic lift that permits replacement of the cloth, bed, and cushion.

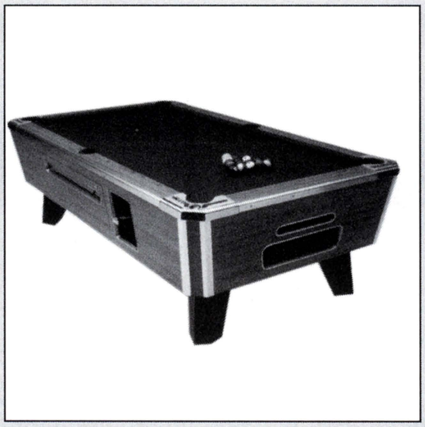
POOL TABLES, FOOSBALL



Black Cougar

Valley Recreation Products
(800)248-2837/(517)892-4536

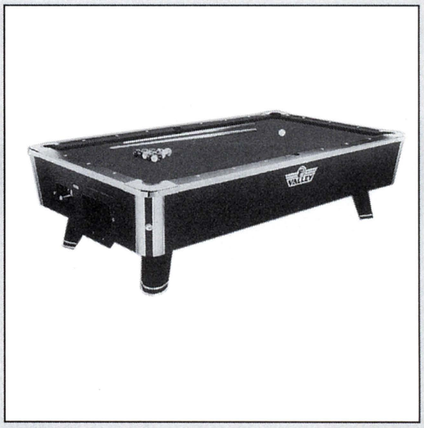
Features include charcoal black laminate with crystal flecks; signature 45-degree angled corners in black chrome with matching down corners, rail caps, and trim; 45-degree angled legs of double reinforced fiberglass; optional embroidered rails; and imported Italian slate. Comes with accessory package. Available in 88", 93", and 101".



Cougar ZD-7

Valley Recreation Products
(800)248-2837/(517)892-4536

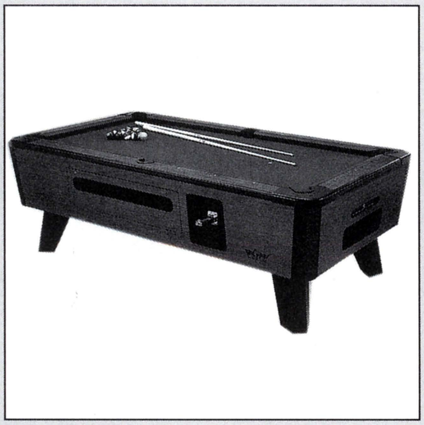
Premium features include taj teak woodgrain laminate; 45-degree angled corners, down corners, and legs; optional embroidered rails; one-piece Italian slate; and one-piece polyethylene ball return system, and more. Major components are interchangeable from model to model. Comes with accessory package. Available in 85", 88", 93", and 101".



Leopard

Valley Recreation Products
(800)248-2837/(517)892-4536

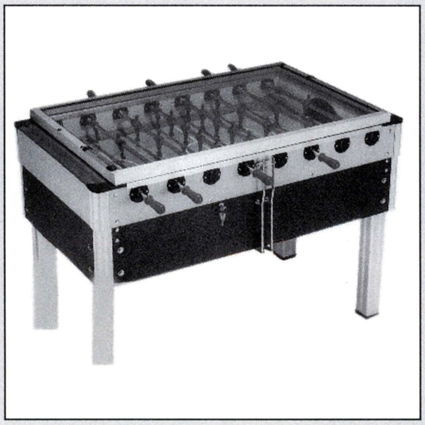
Designed for international markets, this 9' table has charcoal laminate to fit any decor, double reinforced fiberglass legs, one-man leg levelers, magnetic cue ball separator, slate support system, Brite-Dipped corners and down corners, and three-piece Italian slate. Comes with accessory package; available in push chute and electronic versions.



The Cat Std.

Valley Recreation Products
(800)248-2837/(517)892-4536

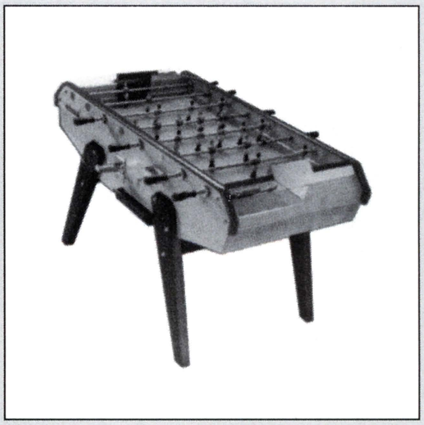
Features include Yorkshire Cherry laminate with black die-cast down corners and rail cap moldings; one-piece imported slate; steel slate support system; one-piece polyethylene ball return system; reliable magnetic cue ball separator with no moving parts; and one-man leg levelers. Available in 88", 93", and 101".



World Sport Foosball

R.H. Belam
(516)292-2670

This deluxe model features patented quiet play, tempered-glass top covering the playfield, telescopic rods with ball bearings, tamper-proof ball return, sturdy aluminum legs, and a playfield made of tempered glass.



Renee Pierre Bonanza Foosball

Brady Distributing
(704)357-6284

Exclusive import from France. Table features include first quality beechwood cabinet with removable base for easy cleaning, hard chrome steel telescopic rods with unbreakable hand-painted aluminum plates, and shock-absorbing springs. Derby 2000 free-play model available.

FOOSBALL

Dynamo Soccer

Dynamo Ltd.
(817)284-0114
(www.dynamo-ltd.com)

Features include a three-man goalie; black marble cabinet; impact-resistant men; wooden handles; pool table leg levelers; Durawood legs that don't chip, swell, or de-laminate; flat playfield with no rising corners; and urethane balls that resist nicks and chips. Look for the works-in-a-drawer for easy access and service.

Action Soccer

Great American Recreation
(800)831-2100/(401)463-5587
(www.greatamericanrec.com)

Available with angled corner top for single goalie or flat corner top for three-goalie operation. Features: Formica on 1" MDF core, custom colors, polypropylene figures for breakage resistance, medium-size handle grips with solid chrome steel rods, anti-cheat jam-proof ball return assembly, individual leg levelers, and more.

Premier Soccer

Imperial Intl.
(800)526-6261/(201)288-9199
(www.imperialusa.com)

The table uses no electricity and needs little maintenance. Features include fully suspended, easy-access drawer, as well as a housed and protected coin chute, cash box, and call drop assembly. Premier Soccer is built to last with scratch-resistant surfaces and solid steel construction.

J.J. Soccer Table

James Industries
(708)358-8000

Features include double tempered glass, ball theft protector, ESD coin chute, interchangeable bushing steel coil springs, aluminum legs, and telescopic rods with ball bearings. A one-year warranty on parts is also being offered.

Coperto Deluxe

Playcraft Industries
(800)858-8100/(203)222-8301
(www.playcraft.com)

Features include telescopic rods for safety; unbreakable men molded to the rods; tempered-glass-covered playfield that eliminates noise, cheating, lost balls, and free games; permanently affixed ash trays; holders at each end for glasses; and easy access to the interior of the machine.

Tornado 1000

Valley Recreation Products
(800)248-2837/(517)892-4536

Features include a hand-crafted and assembled cabinet laminated with high-pressure dark woodgrain (Yorkshire Cherry) with extruded aluminum field support, color-coordinated metal top corners with logo inlay, patented long-life bumpers, three-man goalie rods, nine-ball metered drop, and goal box that delivers "goal made" pop.

FOOSBALL, AIR HOCKEY

Tornado 2000

Valley Recreation Products
(800)248-2837/(517)892-4536

Hand-crafted and assembled cabinet laminated with high-pressure medium woodgrain taj teak with extruded aluminum field support, patented long-life bumpers, low-profile counterbalanced fielder head, split bearings, easy leg levelers, three-man goalie rods, nine ball metered drop, and competition-grade steel rods with octagonal wood handles.

Powaire Hockey

Coastal Amusements
(732)905-6662

Features include durable, all-plywood cabinet; Formica top with wearguard finish; electronic scoring tower with table light; ABS-injected legs; and easy access to both electronics and goal area. The table comes in adult and child-size versions; respective dimensions are 26" high x 36" wide x 67" long and 31" high x 51" wide x 99" long.

Hot Flash II

Dynamo Ltd.
(817)284-0114
(www.dynamo-ltd.com)

All graphics, playfield, end goals, rails, and overhead scorer are UV-treated to glow under any lighting conditions. Also look for the Dyna-Blast blower system for fast play, durable laminate cabinet, impact-resistant Formica playing surface, pool table leg levelers, cheat-proof coin mech, and infrared optical jam-proof scoring assembly.

Great American
LASER HOCKEY

Laser Hockey

Great American Recreation
(800)831-2100/(401)463-5587
(www.greatamericanrec.com)

Features include neon day-glo top rail, overhead score, light bridge, and corner castings; 3/4" plywood cabinet construction with Formica playfield and wearguard finish; wide goals; oversized rails; industrial-rated blower; and internal puck drop system with hinged panel for easy service.

Power Hockey

Great American Recreation
(800)831-2100/(401)463-5587
(www.greatamericanrec.com)

Features include overhead electronic score and light display, 3/4" plywood cabinet construction, Formica playfield with wearguard finish, wide goals, internal puck drop system with hinged panel for easy service, industrial-rated blower, and location-adjustable pricing for play. Comes in non-coin version.

NEON Aire
NEON Aire

Neon Aire

Imagination Leisure
(516)598-1000
(www.imagines.com)

Neon makes the Rainbow even more exciting, along with new features including multicolor neon lighting with score display over the tabletop and lighted goals for players to shoot at.

Rainbow Aire

Imagination Leisure
(516)598-1000
(www.imagines.com)

This air hockey has a big digit side scorer, designer rainbow colors, and a stainless-steel top along with all the other standard features of Imagination Leisure air hockey games.

SST

Imagination Leisure
(516)598-1000
(www.imagines.com)

Features include stainless-steel top, drop coin chute, electronic digital scoring, automatic puck return/puck lock-in at game's end, adjustable time and score, locked access doors to all parts including goal areas, locked cash box, 100 percent mica cabinet, reinforced goals and frame, and optional top scorer digital readout overhead score unit.

Coin-Op Air Hockey

Playcraft Industries
(800)728-8181/(203)222-8301
(www.playcraft.com)

The speedy "zoom-coin," 4' x 8' table has the thickest high-pressure black laminate bed, great air power, a fully programmable PC board, wide rails on top, and two coin mechs to keep the tables working and maintenance-free. A double display flashes when the machine is in stand-by mode to draw attention.

Tornado Table Hockey

Valley Recreation Products
(800)248-2837/(517)892-4536

Features include a modern look of charcoal black laminate with crystal flecks, heavy-duty blower system, easy-to-read oversized LED scoring readout, thick laminate with special wearplate, expanded goal mouth, heavy-duty legs with operator-friendly leg levelers, and a timer installed for automatic shutoff.

12' Cushion

American Intl. Shuffleboard
(800)598-2881/(201)488-2889

This coin-op classic comes with attractive features such as pingate control for several different point values, rail-type electric scoreboard, and a full set of accessories.

The Royal

American Intl. Shuffleboard
(800)598-2881/(201)488-2889

Features include overhead scoreboard, lights, and pingate. The game is available in 16', 18', 20', and 22' lengths. Other features: climatic adjusters, Dura-Lak finish, electric scoreboards, sparkler weights, tournament kits, a scoreboard lit by pedestal fluorescent lamps, and complete accessories and instruction.

The Championship Line

Champion Shuffleboard
(800)826-7856/(817)284-3499

Sizes range from 12' to 22' tables that can be custom- built with special stains, custom logos, and coin-op or non-coin configurations. The playfield features a lifetime guarantee.

The Classic

American Shuffleboard
and Billiard Co.
(800)914-9166

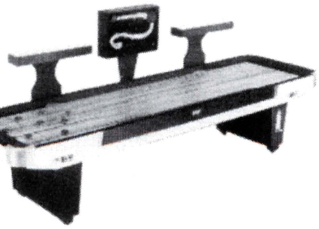
Premium table featuring cabinet-grade construction with choice of mica colors, one-piece Italian slate, triple-plated die-cast corners, injected legs, one-piece ball return, dual rigid steel slate supports, magnetic cue ball separator, bottom cleanout door, and screw-in pocket liners. Sizes: 85", 93", and 101".

American
Shuffleboard and Billiard Co., Inc.

New Bumpa Pool

American Shuffleboard
and Billiard Co.
(800)914-9166

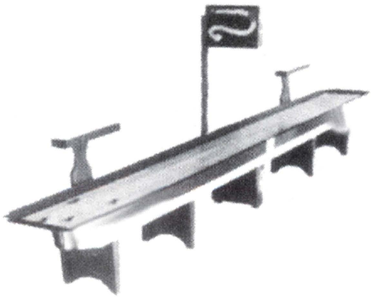
Coming this fall, exciting features and innovations incorporated in a new table.



12' Shuffleboard

American Shuffleboard
and Billiard Co.
(800)914-9166

Traditional shuffleboard table with pin gate control, climatic adjusters, and electronic scoreboard in a size suitable for locations that require a smaller footprint.



Royal Shuffleboard

American Shuffleboard
and Billiard Co.
(800)914-9166

A variety of sizes are available, from 16' to 22'. Features include pin gate control, climatic adjusters, and electronic scoreboard.

The Maverick (cherry mahogany)
The Knight (black mica)

Venture Entertainment
(800)461-2525/(732)341-2524

Top-quality table with solid poplar top frame and rails, cabinet-grade plywood construction, one-piece polyethylene ball return, die-cast corners, high-impact injected legs, extruded ball ramps, molded rack holder, steel inlaid sights, 2-3/8" or 2-1/4" cueball separator, and Italian slate. Sizes: 6-1/2', 7', 8'.

VIDEO GAMES

California Speed

Atari Games
(408)434-3700
(www.atarigames.com)

A street-priced driver designed around 3Dfx's Voodoo Graphics chipset. Features include car and track selection, manual or automatic transmission, unique sound tracks, and choice of 25" or 33" monitor configurations.

AREA 51 DUO MAXIMUM FORCE

Maximum Force/Area 51

Atari Games
(408)434-3700
(www.atarigames.com)

A proven pair of games is now available as a universal duo kit to convert any JAMMA-compatible cabinet. Both games come on one hard drive; there are over 50 secret rooms, including eight new ones.

Radikal Bikers

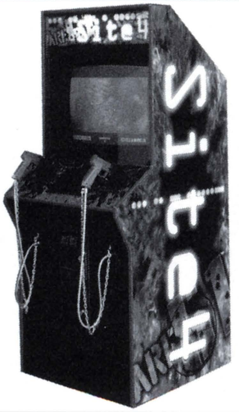
Atari Games
(408)434-3700
(www.atarigames.com)

Race to deliver pizza to target areas before the time runs out. Play against a friend or a computer-controlled opponent. Includes three circuits, four drivers, power-ups, and shortcuts. Ships link-ready for two units.

San Francisco Rush: The Rock

Atari Games
(408)434-3700
(www.atarigames.com)

This sequel showcases four new tracks including the deluxe Alcatraz stunt track, four new cars, and new shortcuts and music. Look for new options, mirrored track mode, linking hardware, and tournament package.



Site 4

Atari Games
(408)434-3700
(www.atarigames.com)

Find the secrets buried under the legendary air base. A follow-up to Area 51 with more alien-busting action. In the new format players square off against 18 boot camp training waves followed by all-out war.

Speed, stunts, and extreme racing
surfPLANET
The definitive snowboarding game

Surf Planet

Atari Games
(408)434-3700
(www.atarigames.com)

A JAMMA-compatible universal kit that's linkable up to two units. The snowboarding game features four radical snowboarders, four extreme stunt-filled tracks, and four rock tunes.

Vapor TRX

Atari Games
(408)434-3700
(www.atarigames.com)

Players are in the driver's seat of fast rocketships racing through futuristic cities and the wild terrain of tomorrow's Earth. Features six vehicles, four tracks, and missile and turbo power. Linkable for up to eight-way play.

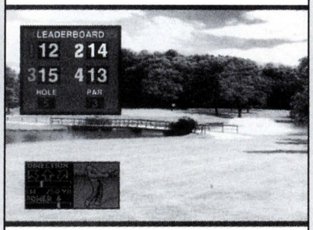
STREET FIGHTER ALPHA 3 ™

Street Fighter Alpha 3

Capcom
(408)774-0500
(www.capcom.com)

The Alpha series continues on Capcom's popular CPS II system. This one- or two-player game has all the best-loved characters plus new moves, combos, and techniques certain to challenge the most avid fans and newcomers.

VIDEO GAMES



Country Club Classic

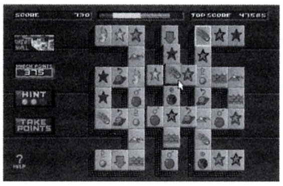
CES
(847)695-0023

Great golf for pros or duffers: drive, pitch, and putt through 18 unique holes. Navigate sand traps, water hazards, trees, and wind. Real golf scoring and hole-in-ones. All Classic series games are operator-adjustable with optional DBA.

Galaxy Games

CES
(847)695-0023

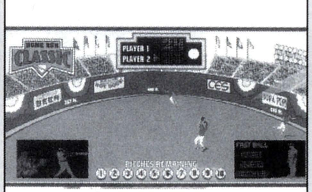
Combines a multicartridge system with a sleek two-player cocktail cabinet with optional pedestal, and glowing trackballs. Included: the first cartridge, Cardmania, bringing the game library to 17. It is DBA-ready.



Galaxy Games Pak 1

CES
(847)695-0023

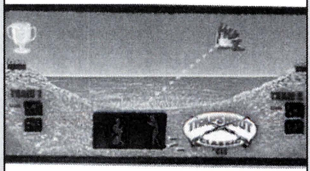
Expansion Pak 1, in the works for the fall, is the second cartridge for the multicartridge system Galaxy Games. Games will include Great Wall, Word Sleuth, and a few other surprises.



Home Run Classic

CES
(847)695-0023

Pure baseball fun. Throw any of eight real pitches. Hit singles, doubles, triples, and home runs for points. Authentic ballpark sounds and colorful scoreboard animations put players in the dugout.



Trap Shoot Classic

CES
(847)695-0023

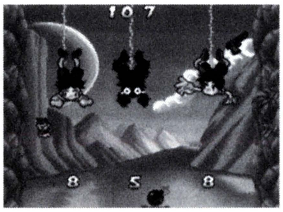
Become an expert marksman. The game has a four-point accuracy scale for every shot. Double shots add skill and fun to this challenging game that features action-packed dot-matrix displays.

NO
PHOTO
AVAILABLE

T-Rex

Coinsoft
(800)213-3752
(310)581-8411
(www.interactivelight.com)

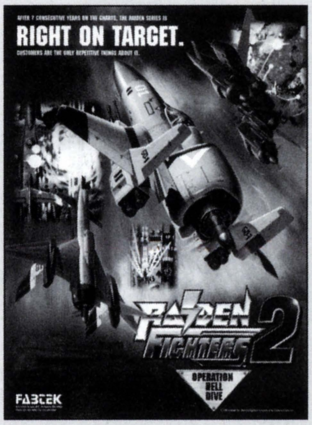
A prehistoric dinosaur adventure of good vs. evil which will be available in three different cabinet configurations. Scheduled for November release.



Gotcha

Fabtek
(425)881-0900

Unique one- to three-player simple button reaction game. Aim for a perfect score of 100 in 20 different games such as Wash Day and Rush Hour. An affordable kit with illuminated buttons, control panel overlay, harness, marquee, and PCB.

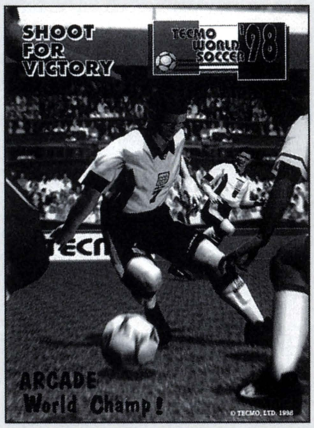


Raiden Fighters 2

Fabtek
(425)881-0900

The Raiden legacy continues with a faster CPU and all-new airships. Features include a time-release feature that expands the armada from eight to 14 ships.

VIDEO GAMES



World Soccer '98

Fabtek
(425)881-0900

Three-button eight-way joystick game by Tecmo available as a kit or cartridge for the Sega Titan system. Features include 3D graphics; two-way viewpoints; and choice of the world's top soccer teams, each with special play techniques.

Zero Point

Gamevision Corp.
(510)763-1991

Non-violent, horizontal two-player gun game kit for all ages. It includes over 50 different challenging scenes in a fantasy world of animated cartoon characters, displays players' performance and scores, and features hand-made recoil guns.

XS-G

GreyStone Technology
(619)874-7000
(www.gstone.com)

Real-time 3D combat racing in a futuristic aircraft piloted by up to four networked players and four AI agents. Features intuitive stick and throttle control, advanced targeting system, multiple player views, three race/combat courses, and more.

Peter Jacobsen's Golden Tee '98

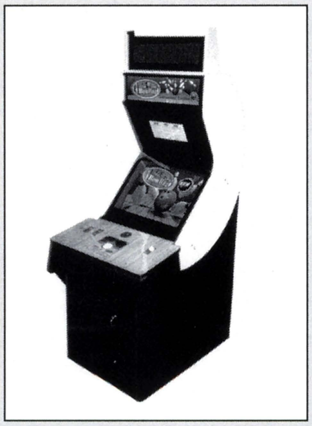
Incredible Technologies
(800)262-0323
(847)870-7027
(www.itsgames.com)

Second update to 3D Golf with three new 18-hole courses. Available as chip updates to existing games and complete kits; also dedicated upright, cocktail, and dedicated ITS cabinet for automatic online tournament play.

World Class Bowling

Incredible Technologies
(800)262-0323
(847)870-7027
(www.itsgames.com)

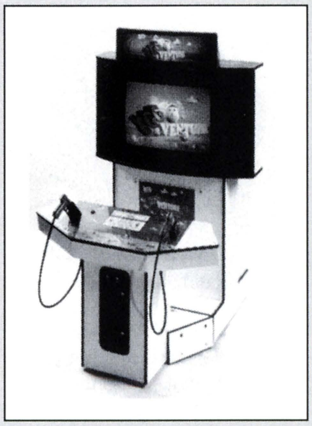
Clever and fun bowling-themed game with simple yet challenging skill play—even with one hand! Available in kit, upright, and cocktail formats, as well as dedicated ITS cabinet for automatic online tournament play.



World Class Bowling Tournament Edition

Incredible Technologies
(800)262-0323
(847)870-7027
(www.itsgames.com)

Updated online tournament version of the original that includes new Flash Bowling: roll the ball down the lane while bonus values flash. Players get bonus scores when the ball hits a pin and numbers stop flashing.



Egg Venture Deluxe

ICE
(716)759-0370

Updated version of the two-player competitive shooting video kit with a lighthearted theme. Smiling egg characters appear in costume. The kit comes with decals, start buttons, main PCB, marquee overlay, and audio power amp.

ICE™

Host Invaders

ICE
(716)759-0370

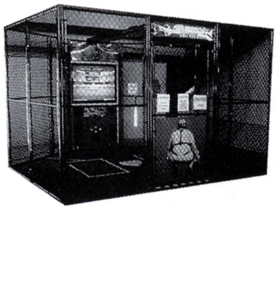
A combat video that features CD-ROM technology, 3D graphics, JAMMA harness, and 30 explosive levels of game play with a full contingent of alien characters each with their own weapons and attack capabilities.

POWER
HOME RUN DERBY
TPX
BASEBALL
Louisville Slugger

Pitcher's Duel

Interactive Light
(800)213-3752
(310)581-8411
(www.interactivelight.com)

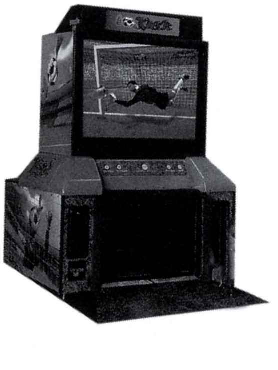
One- or two-player interactive 3D baseball simulator where players can both pitch and bat. Smart Beam technology measures velocity, angle, slope, height, and timing of the swing.



Swing-It/Home Run Derby

Interactive Light
(800)213-3752
(310)581-8411
(www.interactivelightcom)

A re-release of Home Run Derby with updates to the software and hardware. A 3D baseball simulator, a one-player batting-only game, with Smart Beam technology.



Kick-It Deluxe

Interactive Light
(800)213-3752
(310)581-8411
(www.interactivelight.com)

Sports simulation where players kick a tethered soccer ball into a virtual goal as a 3D goalie tries to block the kick. Features Smart Beam sensor technology, 50" monitor, and real-time animation.

Kick-It Jr.

Interactive Light
(800)213-3752
(310)501-8411
(www.interactivelight.com)

A scaled down version of Kick-it Deluxe, appropriate for children age 12 and under and for locations that need a smaller footprint. Dimensions: 49" wide x 72" deep (including kicking area) x 69" high.

ARM CHAMPS II
ARM CHAMPS II

Arm Champs II

Jaleco
(847)215-1811

Players literally take the hand grip and engage in arm wrestling against nine opponents: Atlas, Chang, Trixie, Turk, Goliath, Shibayama, Specks, Duke, and The Rock. There are nine levels of play.

Concorde 2

JVL
(800)296-6657
(905)738-1344

Upright unit with the same features of the 54-game countertop model plus larger 17" SVGA screen electronics secured in lockable compartment, wheels and handles for easy moving, and easy front-access service.

Fisherman's Bait
Fisherman's Bait
A Bass Challenge

Fisherman's Bait

Konami
(847)215-5100
(www.konami.com)

Catch as many bass as possible to extend fishing time in this kit. Features include a unique rod and reel control, realistic feel of tugging and vibration, three levels of play, and choice of lakes and lures.

Skiier's High

Konami
(847)215-5100
(www.konami.com)

Ski simulator with the Interactive Slide System; skis are on a left-right sliding board. Choose from four characters, three courses, and two modes of play for skill levels that range from beginner to expert.

Steering Champ

Konami
(847)215-5100
(www.konami.com)

Two-player video with 17 games in one cabinet. Rules are easy, just use the steering wheel, button, and gas pedal. Complete one stage and move to the next. Continuation is available; challengers can buy-in at any time.

Teraburst

Konami
(847)215-5100
(www.konami.com)

Sci-fi shooting game for two players who use hand-held recoiling machine guns with automatic reload to shoot alien invaders on a 50" screen. Each mission goes through four stages with unique characters and backgrounds.

Quake Tournament Edition

LBE Systems
(972)907-0138

Id Software title based on the hit home game. Players work their way through 15 levels picking up health and ammunition from a variety of lethal weapons to destroy monsters. Runs on proprietary OAA-based arcade system.

Megatouch XL

Merit Industries
(800)523-2760
(215)639-4700
(www.meritind.com)

Upright version of the popular countertop game that offers operator-programmable advertising screens. Choose from large library of adult-themed games as well as trivia, matching games, fast-paced solitaire, and more.

Global Touch HD Plus

Micro Mfg.
(800)277-6136
(615)793-5510
(www.micromanufacturing.com)

Available in upright, 13" mini, and countertop with 6 Pack Plus update that includes nearly 10,000 new Trivia questions, five new Sex Trivia categories, skill games, and more.

Hyperdrive

Midway
(773)961-1000
(www.midway.com)

Futuristic flying adventure with three tracks, each reflecting a different skill level, and four spaceships, each with its own special features. Comes in standard (25" monitor) and deluxe (31" monitor). Linkable up to four.

Touchmaster 4000

Midway
(773)961-1000
(www.midway.com)

Upright version of the multi-game countertop that has a menu of 29 games including one based on a classic: Centipede Returns. Other new games: Strip Search, Go Wild, Flight Deck, Mah Jongg, and Jamba.

Motocross Go!

Namco
(408)383-3900
(www.namco.com)

Competitive off-road bike racing linkable up to four units. Two configurations: deluxe with 50" monitor and pneumatic bike frame; standard with 27" monitor. Choose from three tracks: novice, intermediate, and advanced.

VIDEO GAMES

Panic Park

Namco
(408)383-3900
(www.namco.com)

Dedicated 50" deluxe one- or two-player game with 25 stages (chosen at random in groups of five), simple controls, two-player competitive mode, and difficulty level that automatically adjusts.

Soul Calibur

Namco
(408)383-3900
(www.namco.com)

One- or two-player, weapon-based fighting kit. Features include motion capture technology, real-time reflection mapping, 3D motion, time release characters, three attack buttons, one guard button, and joystick control.

Time Crisis II

Namco
(408)383-3900
(www.namco.com)

Players can chase the enemy by boat or fight on a train. Complete three stages to master the game: European city and canal, Alpine forest and railway, and satellite launcher base. Standard twin (27" monitors) or deluxe twin (50" monitors).

Actua Soccer Arcade Tournament

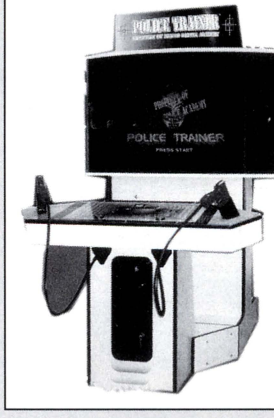
Opus
01372-270280
(www.opusent.com)

An immersive arcade experience in both one and two player modes. Features a first—weather effects—for a new dimension. A real-time clock recognizes the time of day the game is played and changes graphics accordingly.

Winner's Touch Trivia Deluxe

P & E
(800)979-9801
(732)872-9800

Upright 19" touch screen multigame machine. The special version of Winner's Touch software now has several Trivia games along with pokers and line games. Plays and scores are separated out.



Police Trainer

P & P
(800)543-5005
(773)276-5005
(www.atlasd.com)

Still available—the popular gun game kit that includes two guns with holsters, start buttons, marquee overlay, control panel overlay, and two side decals. In the works: Police Trainer 2.

Sharpshooter

P & P
(800)543-5005
(773)276-5005
(www.atlasd.com)

Two-player, carnival shooting gallery gun game kit with 3D graphics. There are six different themes, from Castle of Horrors to Circus of Mystery. It's JAMMA-compatible with cabinet graphics and two guns.

Bass Fishing

Sega
(650)802-3100
(www.sega.com)

Model 3 board system game with 50" screen, rod and reel control, and 24 different types of fish to be caught. Players can see the fish as they catch them, weigh in, and gain scores. Three chances for the big fish!

Daytona USA 2
Sega GameWorks
(650)802-3100
(www.sega.com)

Sequel to the long-running racing hit comes in deluxe and single versions, both linkable (up to 16) using a dedicated network. It uses the Model 3 Step 2.0 board that outputs over one million polygons per second.

Dirt Devil Single
Sega GameWorks
(650)802-3100
(www.sega.com)

Dirt road driving game.

Sega Rally 2 Twin
Sega GameWorks
(650)802-3100
(www.sega.com)

Racing-themed video simulator with two 29" monitors. Features include six cars and four tracks, Model 3 technology, practice or championship modes, and viewing from the driver's eye and the rear of the vehicle.

Sea Hunter Deluxe
Sega GameWorks
(650)802-3100
(www.sega.com)

Submarine shooting game.

Spike Upright
Sega GameWorks
(650)802-3100
(www.sega.com)

3D fighting game.

Star Wars
Sega GameWorks
(650)802-3100
(www.sega.com)

Intergalactic shooting game themed from the movie.

Beast Busters: Second Nightmare
SNK Corp.
(310)371-7100
(www.snkusa.com)

First release for the Hyper Neo Geo 64 gun system. Players must destroy mutant creatures that run rampant. Guns have a trigger for normal bullets, a launch bomb, and a pump for reloading. The cabinet has two guns.

King of Fighters '98
SNK Corp.
(310)371-7100
(www.snkusa.com)

The newest release for the Neo Geo 16-bit system, it has 32 characters with special moves and strengths. A continuation of the popular fighting saga in the SNK series.

VIDEO GAMES, PINBALLS

STRIKERS 1945
MISSION 1
MISSION 3

Strikers 1945 Part 2
World Wide Video Ent.
(619)641-7400
(800)729-6979

Vertical shooting/flying WWII-themed game with two joysticks and two buttons per player. Choose from eight planes, each with special firing power and unique perspective. There are eight missions and up to 40 minutes of game play.

SEGA
LOST IN SPACE

Lost in Space
Sega Pinball
(800)542-5377
(708)345-7700

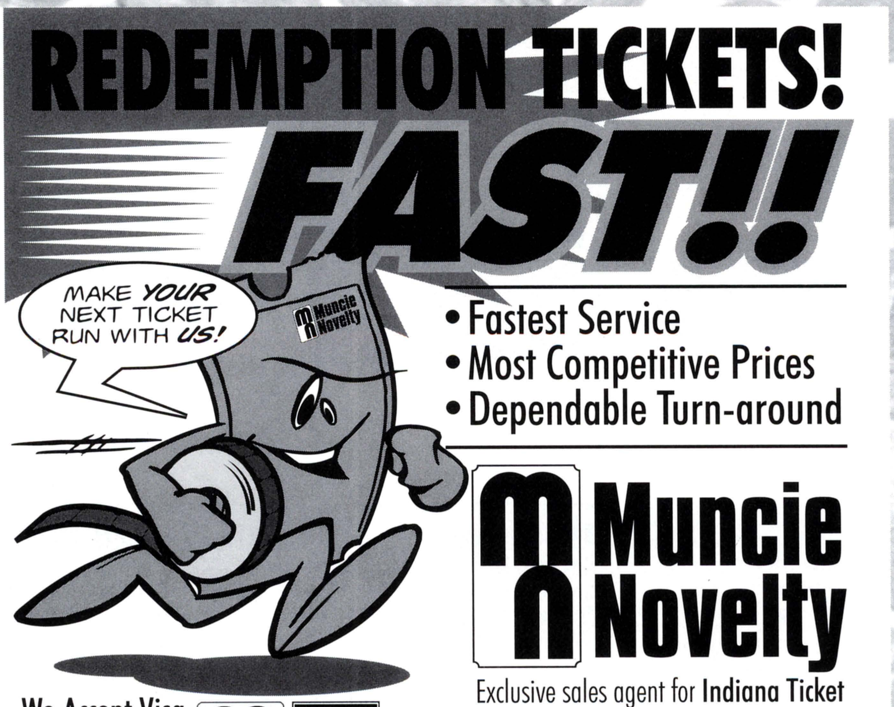
Players blast off on an adventure as they maneuver the Jupiter 1 through the galaxies defending the crew from hostile encounters. Coming soon: Godzilla.

CHAMPION PUB

Champion Pub
Williams Electronics
(773)961-1000
(www.wms.com)

A Bally pin that transforms the playfield into a late 19th century tavern. Look for four multiball modes, 15 jackpot levels, and a special Ball Save Post and two video modes: Poker Night and Spittin' Gallery.

> *"Arcade sites are so expensive that traditional street operators simply can't afford it. I like to think that we have helped save the day."*
>
> **--From this month's "Cover Story"**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STATE SHOW

Business and pleasure IN MISSOURI

From left: Bay Tek's Kathy and Larry Treankler with Jeannette and Allan Nissenbaum of Wonder Novelty.

The Schraier boys of Warehouse of Vending & Games draw the winner of the Action One Stop drawing, while Emily Kinney of Kinney Amusement & Vending waits to announce it.

From left: Chuck Van Bebber, Dwayne Zarger, and Larry Potashnik of Warehouse of Vending & Games.

From left: Patrick Murphy of Kinney Amusement & Vending, John Tracy of NSM, and Diane Lehmann of Action One Stop. Love that new NSM *Sapphire* jukebox!

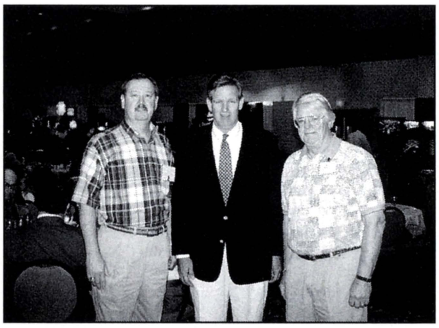
The Missouri Amusement Machine Operators Association held its second annual trade show June 5-7 at Tan Tar A Resort on the Lake of the Ozarks in Osage Beach.

The weekend, according to all reports, was a tremendous success. It began with a golf tournament Friday morning with about 35 participants. That evening Warehouse of Vending & Games sponsored a barbecue and a cocktail party where everyone shared stories, talked business, and, of course, had fun.

The next day it was down to business with the general membership meeting. When the exhibit floor opened, about 150 attendees were treated to a complimentary breakfast buffet and over two dozen exhibitors displaying their wares.

During the day, drawings were held for an array of prizes, including *Play Meter* and *Vending Times* subscriptions, *Merit XL* update kits, and *Golden Tee '98* update kits. A raffle was held for a chance to win a Valley ZD 7 pool table, two *San Francisco Rush the Rock* kits, and three AMF pool cues. The drawing was held at Saturday night's banquet.

Missouri AMOA president Ron Kinney welcomed AMOA president Don Hesch, who was the guest speaker at the banquet. After the speeches and dinner, guests danced the night away to music by the band Those Guys. Next year's event is planned for June 11-13, again at the Tan Tar A Resort. For more information, contact Kinney at (417)831-0405. ▲

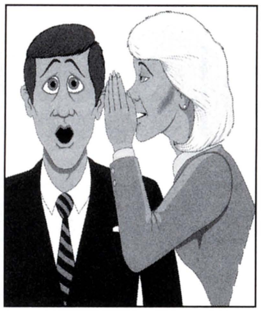

From left: Missouri AMOA president Ron Kinney of Kinney Amusement & Vending, Missouri attorney general Jay Nixon, and AMOA president Don Hesch.

Valley's Dave Courington (l) discusses the VNEA with AMOA president Don Hesch and Sue Hesch.

From left: Merit's Bob Lentz with Ron Kinney and his daughter Kelly Kinney.

From left: Chris Owens of Warehouse of Vending & Games, Mike Smith of Smart, and Tim Jackson of SNK.

OFF
THE
RECORD



Q: Violent behavior and videos: is there really a connection?

We talk to operators on a daily basis, whether we contact them for insight or they call us to inquire about their subscription, get a phone number, ask about certain games, etc. They willingly tell us what they think about a lot of things, but are hesitant about having their thoughts and opinions published with their names attached. OK, we said, tell us what you think and we'll print your opinions without using your name. After all, we think operators out there in the trenches have a lot to say. This time we wanted to know what they thought about the controversy surrounding the recent shootings at high schools around the country and how video games have been included in the list of reasons kids are turning violent.

A: HOW COULD IT NOT HAPPEN?

"We have all been shocked and stunned by what has happened recently in a number of schools when a kid gets hold of guns and shoots everybody in sight. While most of us ask ourselves how this could happen, I saw an interview on TV where the guest reversed the question and asked these two: "How could this not be happening?" and "Why doesn't it happen more often?" He then proceeded to answer with a number of things, like kids having no moral education and underdeveloped consciences, if any at all. He said that kids listen to violent music, see violent movies, and play violent video games. In fact he said that one of the warning signs of trouble is excessive fascination with violent video games.

These experts in trying to figure out why children become violent, are increasingly pointing fingers at the violence kids are experiencing in their world—and that world has lots of video games in it. So where do we go from here? Stop making violent video games? It's not just our industry, however. Look at the movies. Have you seen "Alien Resurrection?" It's gory. I don't think anyone should be exposed to such gore, kids especially. Even movies that you'd think would be for kids no doubt will have some scenes of horrible violence. It's what we seem to expect and that in itself is scary." ▲

A: IT'S NOT SOMETHING TO IGNORE

"I know that some people in this industry figure that people are complaining because we've gotten publicity since the school killings. You know what I mean, where the kids killed someone, everyone wonders what went wrong, and video games are brought up in the conversation. And I think it is true that there must be something that made these kids do something so horrible, but video games are not the only culprit. I know that, you know that, but seemingly sensible adults are reeling from shock.

But I have a feeling that this is not going away. The publicity may die down, but this is an issue that is here to stay and we better do something about it. Now that I've said we should do something, I guess you want to know what I think we should do! There are stickers to put on machines to let parents know which ones are not good for younger kids, but to me that only makes it more obvious that video games are violent and bloody. Kids being kids will seek those that are more bloody and violent, so then there must be someone monitoring who plays the games. Just because there's a sticker doesn't mean kids will say, 'Oh, I shouldn't play that game.' In the end, I guess I don't really have a solution, I just know that we better be thinking about it." ▲

A: WE NEED TO LAY OFF

"I think the industry should lay off the fighting games for a while. Not only because there are so many already out there, but because of the heightened sensitivity to violence of any kind." ▲

Coinman

LISA HICKS

Lisa Hicks of Hicks Enterprizes in the Houston, Texas, area, sent us an e-mail concerning what she described as an operators fight against the Texas government to stay in business.

What she was referring to is the determination of Texas' governor to ban 8-liners and poker games, although an amendment allowed the games "for amusement purposes" if they awarded the player prizes valued at no more than 10 times the amount charged to play or $5, whichever is less.

A call to Lisa turned out to be more interesting than only discussing the 8-line/poker issue in Texas. She's been in the coin machine business just three years and is finding it fulfilling and frustrating. What made her get into this crazy business to begin with? Here's her story.

Was your family in the coin machine business?

No they weren't. I got into it about three years ago. I had gone to a trade show and couldn't get it out of my mind. I loved the idea of operating games. It just seemed like a good idea.

What were you doing before?

I was doing a lot of different things. I worked in accounting and for a car auction company. I literally started my own company. We operate pool tables, jukeboxes, video games, 8-liners. Our territory is about a 150 mile radius.

Besides the trade show, what kind of research did you do before you got into the business?

I have a friend in the area who has been in the coin machine business for many years, so I had lots of long conversations with him. Everything I heard made me realize more that this was what I wanted to do.

How do you think street operators fit into the big industry picture?

I'm not sure. I know that family entertainment centers are doing fine, and kids like to go to them. But most of my locations are bars, convenience stores, and restaurants which are doing very well. My locations are very steady.

I operate pool tables and they do very well. Although I don't run leagues, a lot of my locations run their own.

As a street operator, what would you consider your biggest concern?

Right now in Texas, I'd have to say that it's the onslaught of opposition to the 8-liners. An amendment was passed in 1993 to allow the 8-liners. The attorney general this year issued what he called a legal opinion, trying to outlaw them. Basically, he called operators of these machines criminals who are running organized crime rings. The amendment passed, they are legal, and now Gov. Bush wants to get rid of the machines.

–by Valerie Cognevich

Coinman

LISA HICKS

Why do you think they have been so relentless in banning these machines?

It is always politically popular to campaign against things like gambling. And if Gov. Bush makes a run for the presidential nomination, his opposition to "gambling" will look good on his record. With the moral issues the president is facing today, I'm sure Gov. Bush is looking for something to counteract that. I think that he is using the "big gambling issue" as a way to prove he is morally upstanding.

I've heard talk of operators in Texas opening places that are Las Vegas-like which were way over the edge of what the state intended with the amendment. Is that true?

To some extent that is probably true. There is always going to be someone who is going to abuse something. Most operators are not doing that. I think that all we are asking for is a fair shot. The most machines I have in any location are three. They're in places like truck stops, bars, and some convenience stores. We are not running a casino. We are just trying to make a living.

What is the most frustrating thing in trying to discuss your concerns and your business with these legislators?

The most frustrating thing is the way they went about the whole thing. They just popped up one day and said this is it, they are outlawed, you're running an illegal business. We're supposed to be living in a democracy where everybody gets to have a say. That's not the case here. They are violating our constitutional rights.

They just don't realize, or don't really care, that they could literally put thousands of people out of work. It will impact far more than our industry. Some of the locations that have these machines depend on that revenue. For some it could mean the difference between staying in business or closing their doors. I can tell you that it would be devastating to my business. I know it will be for others also. It could possibly be the end of my business. The operators that are running a business my size, which is probably about 90 percent of operators in Texas, are depending on those machines for the profit. The pool, jukebox, and video games are paying for the business. That's why we have these machines to start with. We're not running casinos, we're trying to eat.

> **"I have a great relationship with my distributor, and I can't tell you how important it is to me."**

How can they not understand that?

They aren't looking at what this will cost the state. Texas makes millions of dollars off of us in taxes. Who is going to take up the slack?

Stepping into the shoes of the other side of this issue, what would make them so determined to outlaw these machines?

They claim the machines encourage gambling. I think the biggest problem is that those opposed to these machines are taking a narrow look at certain people who are hooked on gambling and spend their money on it. But this is America and we don't have the right to tell people what they can and can't spend their money on. It's laughable to think that someone would lose their paycheck on these machines that don't pay out in cash! We are the last people to worry about encouraging gambling. These people can go across the state line and gamble. What are the lawmakers going

LOOKING

for RANDY FROMM?

FIND HIM

Exclusively In

PLAY METER MAGAZINE

Coinman

LISA HICKS

to do, tell them they can't go to another state and gamble?

What action are these people taking?

They are taking the Department of Public Safety and trying to seize machines and shut places down. These are law enforcement agencies. I hate to think of all the criminals walking around while the law enforcement folks are concentrating on us. How many people are getting hurt as they try to put a legitimate business out of business?

What's the next step?

We had a temporary restraining order and by the time this interview comes out I hope we've gotten a temporary injunction.

Do you think the opposition has been surprised at how outspoken operators have been on this issue?

Yes, I think they have. The Texas operators have banded together. Texas has a very strong association (Amusement and Music Operators of Texas) which is so important when something comes up. I'm a member of the association and can't imagine why any operator would not join. The association is doing a great job for us; they need our support.

How important do you think it really is for a state to have a strong association?

I can't stress how important a strong association is. This is something that every operator should be concerned with. Although we are all competitors, this legislation could be devastating to all of us. We need to work together sometimes for the good of all. The association is critical.

To those operators who aren't members of the association, I'd like to say, please join. There is this issue now, but there will be others coming along, and it's important for the association to have support.

Have you been following the developments with the Open Arcade Architecture for video games?

No, I haven't. We're so involved in staying in business that we haven't given that much thought. But the bottom line is that if it's going to be a way for operators to have a bigger choice in games that don't cost an arm and a leg, I hope it's successful.

Are you satisfied with the games available now?

I think there are some good games; I'm happy with them. I don't buy many simulators since most of my locations don't have the room, but the games probably wouldn't get the play they'd need. My business is about 20 percent video games and my most popular one is Incredible Technologies' *3D Golf.* The players love this game. I run some with tournaments and some without and all of them do well.

When you go to trade shows now, what do you look for?

I go to seminars to hear what others have to say and I look at everything on the show floor. When you're looking you have to know your area. You have to know what is likely to get played and what most likely won't go over too well. You have to use your own judgment, but it should be based on your knowledge of your area.

That brings up another point. How do you go about getting to really know your area?

It takes a lot of time. I spend quite a bit of time at my locations talking with the owners and their customers. The players don't hesitate to voice their opinions about what they want and what they don't want. You have to talk with customers in the locations. You have to be willing to spend the time.

What is your opinion on the digitally downloaded music?

I haven't done a lot of research on that. I'm just concentrating on operating CDs and some 45s. In some of my locations a 45 jukebox still works. You can still get a lot of the popular music on 45s, although it's getting to be fewer and fewer. When you're operating in a small town, some locations just don't warrant a CD box and I'm glad that the 45s are still available.

Have there been any surprises since you've been in the business?

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LISA HICKS

I've been surprised at how much the equipment gets played, but that's a good surprise. I've also been surprised at how much work this business is; it's very time-consuming.

Do you have a good relationship with your distributor?

I have a great relationship with my distributor, and I can't tell you how important it is to me. I depend on my distributor for almost everything from viewpoints on what games will be the best to buy to which brands are the best. They are extremely important. H.A. Franz in Houston is our main distributor and I'd like to say that they have never led us in the wrong direction. They have been a lifesaver!

What kind of perception of the industry did you have before you got into it?

> **"It is always politically popular to campaign against things like gambling."**

I played some games when I was growing up, but they weren't as sophisticated as they are today. I liked playing games, but I don't think I really had any kind of perception, good or bad, about the industry in general. I have two kids who literally live in arcades and they are my best advisors for what games are appealing to kids. They give me advice on which videos are popular.

What's your opinion on the home market and its effect on our industry?

It may have affected it some, but I don't think it's been as bad as some people claim. The kids have to get out of the house just like everyone has to get out. As you said, some say it has had a positive effect as it has exposed many people to video games who may not have experienced game playing otherwise. And once they get that exposure they'll want to go out somewhere and play. They can meet their buddies, eat hamburgers, and play games. That's certainly good for us.

What would you want outsiders to know about this business?

It's a great business, one I'm glad to be a part of. It's a lot of hard work, a lot of hours, and it takes all of your time. ▲

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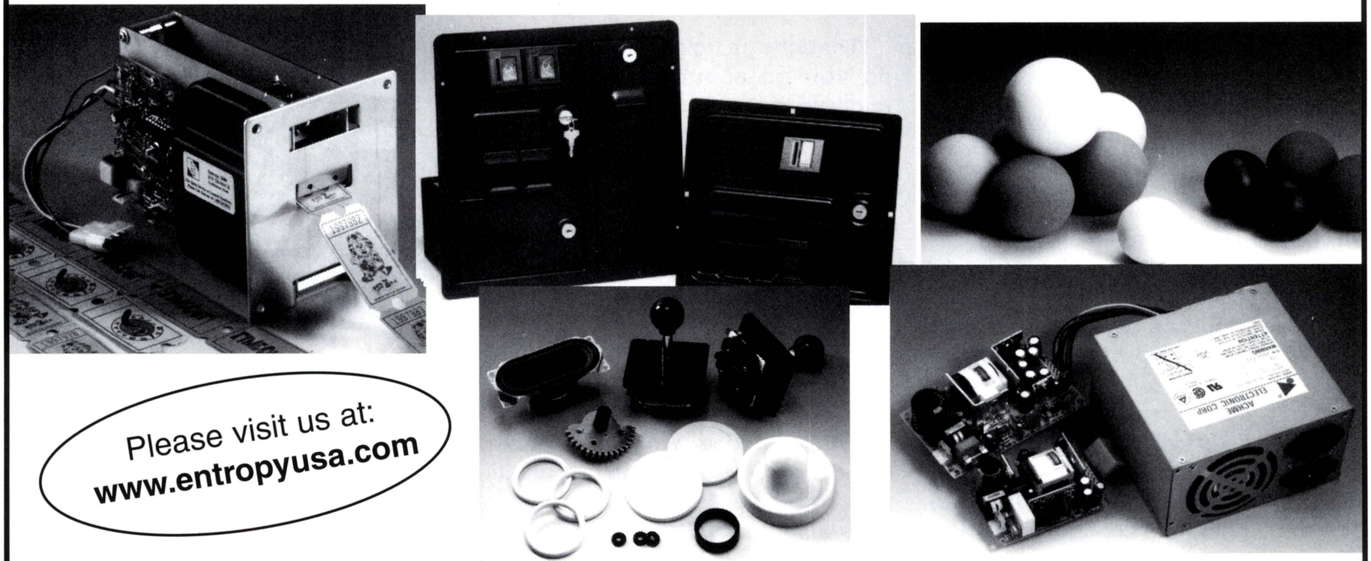

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WORLDS OF GAMES

makes card collecting more fun

Keith Heflin, an 18-year veteran of the coin-op industry, had an idea: Why not combine two very good industries and make an even better one? His vision came to life when he combined the popularity of collector cards and the fun of amusement devices. This culminated in what Heflin calls "a legal means of selling cards in a promotional play game."

His new company, Worlds of Games LLC, has introduced this specter it calls *Free Spin* and *Free Draw.* It has taken card collecting to an entirely new level. For years, the only dispensers available were the simple insert-money-select-card. Then the concept of multipack vending machines was introduced. While these multipacks broadened the market for selling collector cards, they still left a void in the area of appeal or enticement to buy.

With Worlds of Games' new machine, you still get the thrill of that collector card you really want, but there's more. At no additional cost, you can also play one of the many free promotional games. Who could resist the convenience of a vending machine combined with the attraction of a video game? Free games accumulate each time you purchase a collectors series card from any of the dispensing machines. Then the customer can choose to play these free points, trying to win even more on the promotional game.

If customers accumulate more credits/points than received from their purchase, they can receive cash prizes. But wait, what if a customer wants to play the promotional game and doesn't want to buy a collector card? There's a "no purchase necessary" voucher available that the customer may fill out and mail in.

WORLDS OF GAMES LLC
1-800-762-0015

What does Worlds of Games say to those who claim this is nothing more than offering people a chance to gamble in a clever disguise? "We say that's a false statement," noted Heflin. "What we are offering is not the same old thing. We have received a legal opinion that our promotional game is the only legal way to play a video poker or fruit machine and win a cash prize in Tennessee." In Tennessee this machine is considered a vending machine and taxed as one. When a customer puts in a $1 bill he gets one card; $5 he gets five cards, etc.

Heflin is so confident in his machine he calls it "the way of the future in the video game business." If you called this a gaming machine, Heflin would quickly explain that it's actually a promotional prize game. "This is not a farce or scheme," Heflin began. "This is anything but. We have met personally with several district attorneys to demonstrate the machine and assure them we have no criminal intent. We want to make a definition between our game and any gray area equipment on the street."

Heflin describes himself as a small operator, as he was with his first company Dixie Game Sales. He feels he understands what smaller operators are going through and doesn't mince words when he says, "The idea of paying $18,000 for a game that takes

> **"For about the price of two Daytonas we'll show them what the big boys have had for years."**

$2,900 to build is ridiculous. Our machine will be the saving grace for gray area operators who want to quit. Not only is it legal, it's profitable."

Heflin compares his promotional prize game to what soft drink companies do. When you buy a cola and can win hundreds of dollars if not a million, Heflin asks, "Is this gambling?" He explained that it isn't because this is a game used in the promotion and selling of a certain cola and other products. OK, how can there be a cash prize given and it is not gambling? "It's simple," Heflin added. "The player of the promotional game is never required to risk or purchase anything to play the game. And that's the key. We've applied the same principle to marketing and promoting our product, which is collector cards."

About 250 machines are currently in operation, mainly in locations like convenience stores, high traffic, and high-volume stores. Heflin noted that all of the stores had sports cards racks previously but had little success selling the cards. With this machine, he told us, all have reported that their sales are way up. While typically any promotional prize game is open to anyone over 12, Heflin stressed that his promotional game is only for those over 18.

> **"Who could resist the convenience of a vending machine combined with the attraction of a video game?"**

Heflin explained that the demand for his machine is snowballing, but he is adamant about keeping full control of the expansion and the quality. Worlds of Games is looking for the independent street operator to distribute the product on an exclusive basis and is not allowing the games to be sold to the individual locations.

For about the price of two *Daytonas*, he offered, we'll show them what the big boys have had for years. "We're leveling out the playing field," he said. "I played by the rules, but the rules have changed. If you have the big money you are in charge. Now the small operator has the same opportunity to take charge." Heflin also added, "If you want a machine, only a licensed distributor can offer you one since the product is protected under copyrights and patents. Once distributors make their investment, the return is so quick they'll be back and want another exclusive area." ▲

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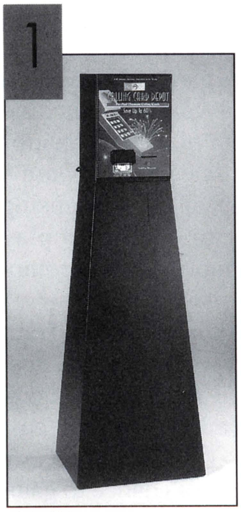

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Model 802

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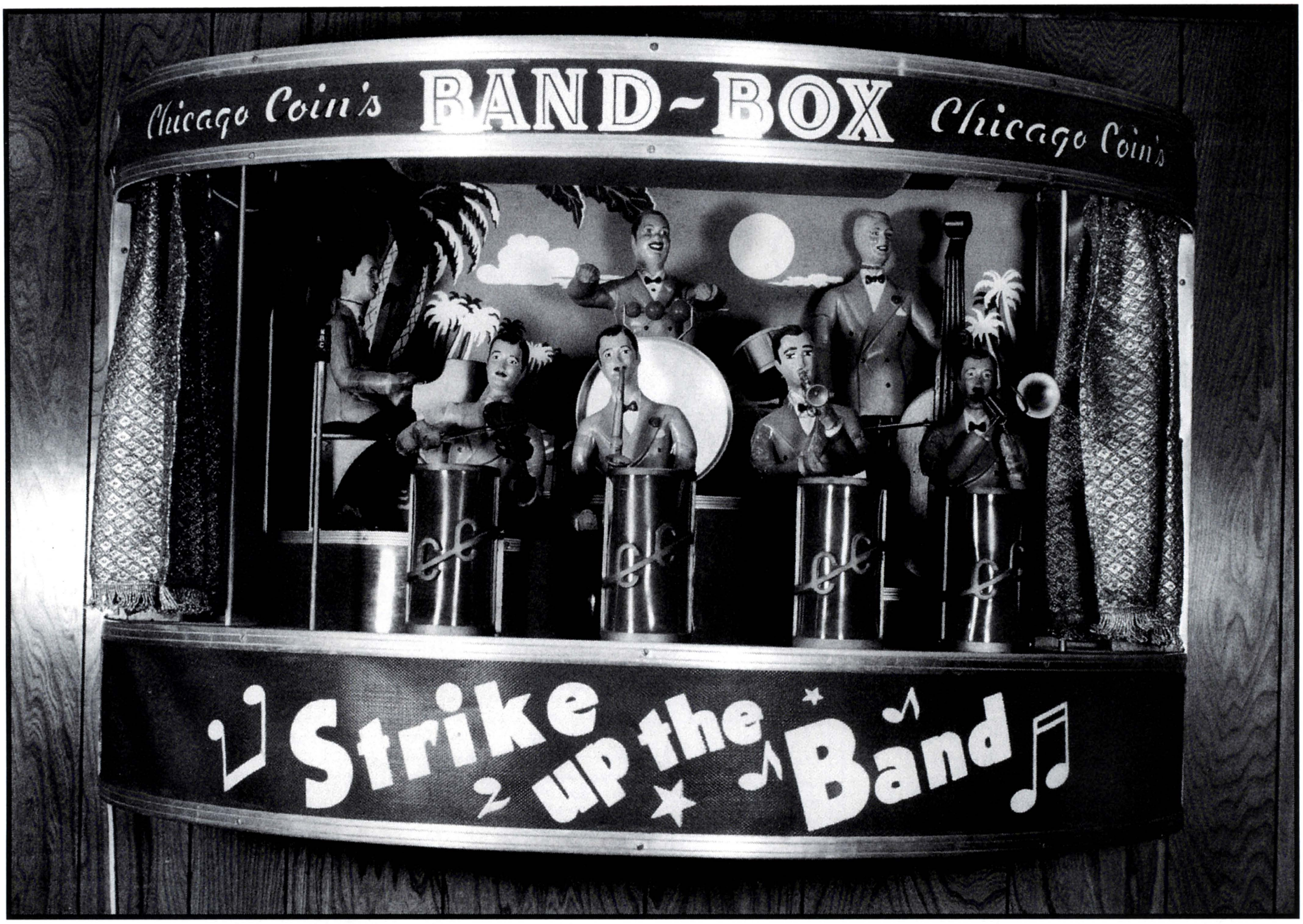


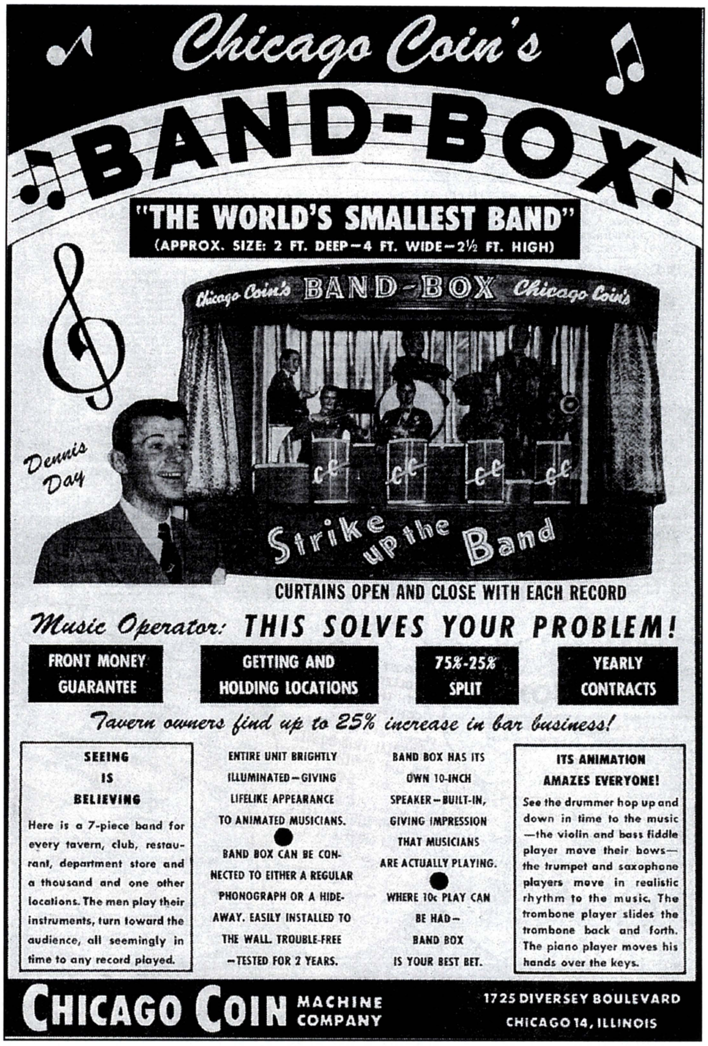
Seeking information on CHICAGO COIN'S BAND-BOX

Paul Jones sent us a note explaining that he was searching for any information he could get his hands on about the Chicago Coin Band-Box. He said that restoring Band-Boxes and providing reproduction parts over the years has been fun for him and he's looking forward to taking this to a new level. He has taken steps to trademark the name Band-Box and plans to produce a reproduction Band-Box in the near future.
We thought this would be an interesting story for our readers. We certainly enjoyed taking a trip back to a part of our industry that has been long gone.

PAUL JONES

It was 1959 in Siloam Springs, Ark., at Doc Studard's Cafe. The best food in the county. Wall boxes at each booth—the kind where you flip the pages to see the musical selections—connected to a Seeburg jukebox. It's now been 39 years since I saw my first Band-Box, and I still remember it vividly. As I sat at the cafe lunch counter focusing on the Band-Box, using my entire four-year-old's accumulation of engineering expertise, my imagination raced trying to perceive all the gears, levers, pulleys, cams, motors, and god-knows-what-else that made the little orchestra move.

I always begged my parents to take a break from our Sunday drives to stop at Studard's Cafe. I believe they knew the only reason I wanted to stop was to see the little orchestra on the wall. Boy, was I glad the food was good or it would have been tough to get dad to stop. As I remember, it was a little difficult to get him to stop anyway!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CHICAGO COIN MACHINE COMPANY

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An ad from the era had popular singer Dennis Day promoting the Band-Box.

I've always been fascinated with mechanical devices and as a child would ask for battery-operated toys for Christmas and birthdays. I would allow a toy to live on this earth in its original configuration for about two weeks (to keep the folks happy) before dismantling it to see how it worked. I'd then resurrect it in a new form by combining parts from other toys I'd already disassembled. I thought of it as a caterpillar becoming a butterfly. Sad to say, my parents lacked any appreciation for my talent.

For the record, Doc is in his 90s and still kicking around Siloam Springs. Regrettably, the cafe was destroyed by a flood in 1974. A few months ago, Doc's family rallied to find a photograph of his Band-Box taken during the late 1950s, while it was still in the cafe. It was sure good to see the Band-Box again. It made such an impression on me, that 30 years later I found myself in a manic search until I finally found one of my own.

The Band-Box

If you've never seen a Band-Box, or forgotten what one looks like, let me describe it to you. The box itself is four feet wide, two-and-a-half feet tall, and two feet deep. It is built in the shape of a semi-circle to resemble a tiny stage with draw curtains. After making your selection on the jukebox, the Band-Box lights up and the curtains open to reveal miniature figures approximately 15 inches tall that resemble a Glenn Miller-type orchestra.

Each figure is motorized to appear as if it is playing a musical instrument: violin, saxophone, trumpet, trombone, upright bass, drums, and piano. Each musician moves at a different speed, which gives the impression that the Band-Box is keeping time with any record selected. There is also a 10-inch speaker built into the bottom of the Box, which helps create the illusion that the music is being produced by the miniature orchestra. Once the music stops, the figures cease playing, the curtains close, and the lights turn off.

I was fascinated by the Band-Box then, and I still am today. As an adult, I can appreciate it as the most creative music-play stimulator ever devised. This appreciation has led me to develop a small business of restoring Band-Boxes, as well as providing reproduction parts for them. I've been doing this almost 10 years now and still get a kick out of learning new things about the Band-Box as well as talking to Band-Box owners throughout the world. It's fun to note that most owners wanted one as a result of seeing a Band-Box as a child.

At the time I began restoring my first Band-Box in 1989, I found that there really wasn't much written information about it. This frustrated me because I wanted to learn more; my new quest became locating historical information about the Band-Box and its manufacturer, Chicago Coin Machine Co.

Getting started

My search started at the Chicagoland Jukebox and Advertising Show, where I talked with every vendor who might have knowledge of the Band-Box. Some of the scant information I got ultimately turned out to be inaccurate. My search led to patents related to the Box and the trade journals published during the time it was manufactured. These revealed the distribution release date, December 1950, and that production ran through 1952 except for a short interruption during the Korean War.

During the war, various metals were on allocation and the pinball/jukebox industry was at the bottom of the allocation list. But these manufacturers were busy producing war goods anyway so normal pinball/jukebox production slowed or completely stopped.

Because of the reduced availability of metal and other materials, the Band-Box produced in 1952 (Model 52-100) was slightly different than the original model produced in 1950 (Model 50-100). The 1952 version was advertised as the "new, low-priced model," which was produced primarily to fulfill back orders. The new low price was due to fewer cast-aluminum parts and electric lights, the virtual elimination of most of the plastics used for signs and trim, and a re-engineered mechanism that animated the musicians.

Today, collectors shy away from the second model because of these war-time modifications, despite the fact that the re-engineered mechanism is in some ways superior to the original. Although there are several differences, the easiest way to distinguish between the two models is to look for a light socket behind each of the four music stands; only the original had lights there.

New, the Band-Box sold for $259, about half the cost of a new jukebox at the time. Translating that into today's dollars, it would be like a manufacturer trying to convince a distributor to spend $3,500 for an add-on speaker for a jukebox that costs $7,000! Would you live long enough to see the payoff on that piece of equipment?

Sign of the times

The production of the Band-Box was a bold step in a new direction for Chicago Coin, which primarily produced pinball and arcade games. The decision may have been influenced by several changes in both the industry and the country at the time. Assuming that pre-production on the Band-Box began around 1947 (allowing for design, tooling up time, and market testing prior to official distribution), we find the country then in a mild recession; there were more soldiers returning from World War II than there were jobs available. This recession affected all areas of the industry.

Here's an example: Prior to 1947, on a 10-year average, Wurlitzer was producing over 30,000 jukeboxes a year. However, during the late '40s production dropped to 7,000 per year. Homer Caphart, manufacturer of the Packard Pla-Mor and the Manhattan jukeboxes thought he'd be slick and bypass the distributors. He felt they were no longer necessary, and tried selling his jukeboxes directly to operators. Needless to say, this failed miserably.

The Scott-Fellows Bill, being pushed through Congress, threatened to take a portion of the jukebox revenues to pay royalties to the artists performing the music. The industry was discussing doubling the cost per play by changing from a nickel to a dime. There was a concern about how this would affect the number of plays in less affluent locations.

No one could agree on one speed for records either. Was it going to be 78, 33-1/3, or 45 rpm? We know that

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45 ultimately won, but it took approximately five years from its implementation in 1950 to its full acceptance. Some jukebox manufacturers tried to cover all bases by designing their equipment to play all three speeds. However, it took almost three years to re-tool for these changes and manufacturers, distributors, and operators wondered what they'd do if the change took place and they were not set up for it. And how much would it cost to make this change, especially since no one knew how much the final cost per play was going to be—nickel or dime?

Nor could the manufacturers concede to the "correct" number of records needed in a jukebox to offer patrons enough variety—20, 48, 100, or 200? The cost of keeping up with the ever-changing "correct" number was costly both in dollars and in time spent re-designing, retooling, and manufacturing, not to mention the loss of additional revenue while waiting for the bigger, newer model to be put into operation.

Finally, the greatest threat to all industries dependent on entertainment dollars spent away from home was television. It was predicted that with television there would be no reason to leave home to be entertained.

Perhaps, out of all this adversity arose the creativity that drove Chicago Coin to produce the Band-Box. Based on its advertising, I believe that Chicago Coin saw an opportunity to create a unique play stimulator to overcome many of the problems experienced by distributors and operators. It provided a way to stimulate play even at the higher price of 10 cents per play. Chicago Coin's advertising states: "Music Operator, This Solves Your Problem!," "Front Money Guarantee," "Yearly Contracts," "75/25 Split," and "Getting and Holding Locations." (If the Band-Box was successful at accomplishing any of these objectives, it was for a brief period of time, however, as these issues are still with us today.)

Other advertisements claimed the Band-Box doubled and tripled location earnings on the jukebox, and that tavern owners found up to a 25 percent increase in bar business. And, its novelty as a play stimulator could entice someone to come to see the Band-Box play his favorite music; it worked on me at Doc Studard's Cafe!

Based on the old trade journals, the production of the Band-Box was a considerable financial commitment for Chicago Coin; it had been location tested for two years. Chicago Coin even utilized popular singing stars of the day, like Dennis Day, in ad campaigns to promote the Band-Box.

The Band-Box has become one of the most endeared vintage pieces of coin-op. As a testament to this fact, you can still find Band-Boxes in their original locations. How many other coin-op pieces can make that claim?

More information wanted

This is as far as my research has taken me, but there are still many unanswered questions. For example, was the Band-Box considered successful at the time of its release? How many were produced? The search of trade journals has turned up a host of names of people involved with Chicago Coin, but most are either incapacitated or deceased. Their widows understandably recall little or nothing about the Band-Box.

That is why I approached *Play Meter* about publishing this article. My hope is that somewhere out there some retired operator, distributor, or someone who was involved in the manufacture of the Band-Box will read this article and contact me. As a collector I am interested in purchasing any papers associated with the Band-Box or photographs showing the Band-Box on location or in ads. My goal is to compile enough factual information to produce an article that fully details its history, so that the band can continue to play on for another 50 years.

If you have any information about the Band-Box, please contact Paul Jones, 1149 E. Greenwood, Springfield, MO 65807; (417)883-7366; e-mail (bandboxman@aol.com). ▲

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PRODUCT PROFILE

Marching to the beat OF A DIFFERENT DRUM

Drumscape designer Aldrin Roque (l) and John Devecka of Devecka Enterprises with Michael Carabello of the group Santana.

The coin-op industry is all about new and different. It soars and sinks with product available. We continuously hope that something will come our way to entice players back to locations. We want to tantalize them with something they haven't seen before so they'll willingly even eagerly part with their hard-earned quarters. John Devecka of Devecka Enterprises could have written these words. We know he must have thought them as we look at what he has presented to the industry. It is nothing less than truly different.

Drumscape is an interactive drumming simulator, designed by Aldrin Roque, to draw players into a world of high-tech music with their own talents (or lack of, it doesn't matter!) providing the center of attention. Remember how much people from all age groups flocked to karaoke locations? They loved to interact and sing along with their favorite tunes. Now it's time for drummer wannabes to have their turn, their time in the limelight. Devecka calls this, drumming karaoke without the bad notes!

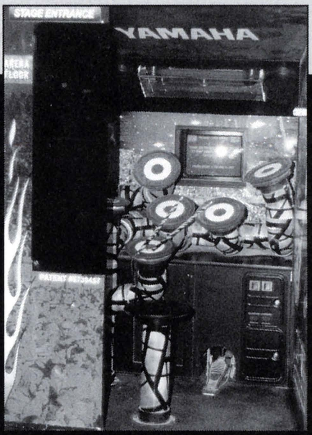
Drumscape, which its developers call a new line of games called musical amusements, fills an untapped need in amusement locations. It offers a distinctly different experience for customers, complementing a market saturated with shooting, fighting, and driving games. It's also ideal for street locations seeking new ways to draw customers since many have shied away because of tougher DWI laws.

Who hasn't tapped their hands on a table in rhythm with a favorite song? Devecka has brought that need to play along up to a new level. Pick up the drumsticks and you're the star of your own show. Thought you'd love to be Ringo as you tapped along with the beloved Beatles? Now you can sit in his seat, since even non-musicians have the opportunity to experience the sensation of playing with their favorite bands without years of practice or experience.

Hey, maybe a customer will be so enthralled and discover hidden talents that he'll decide to take up lessons. We're talking Buddy Rich here! Drumming has roots in all cultures around the world and almost everyone has an inherent sense of rhythm. But because the drumming industry tailors most of its marketing and product lines to attract existing acoustic drummers, there is a closed market. Drumming, by some accounts, seems to have declined as a hobby and given way to more immediate forms of entertainment. We live in a world of instant gratification, but the very nature of music making has always been contradictory to this trend. You needed years of dedication and hard work.

Devecka's goals for its *Drumscape* are to tap into the $6.5 billion amusement industry and to grow the $311 million percussion industry. The company hopes to use the amusement industry to provide exposure and customer sampling of current music technologies.

Devecka has posed a thought-provoking question: Why hasn't the music industry grown proportionately with other technology-based industries? It feels it has the answer with the new *Drumscape*. You'll be able to see it for yourself at the upcoming AMOA show in September in Nashville. For more information, call (201)939-4800 or check out the Web site (www.drumscape.com). ▲



Drumscape is a drumming karaoke without the bad notes! The user sits in a booth consisting of flashing stage lights, MC announcements, crowd cheers, a video monitor, surround sound system, audio visual instructions, and an electronic digital drum set. He selects his favorite song from a programmable song list. There is also a solo mode where the novice can trigger a series of effects, samples, and loops by simply hitting pads. The sounds generated can range from the standard drum set, guitar, and keyboards to sound effects, vocal samples, and more.

INTERNATIONAL SCENE

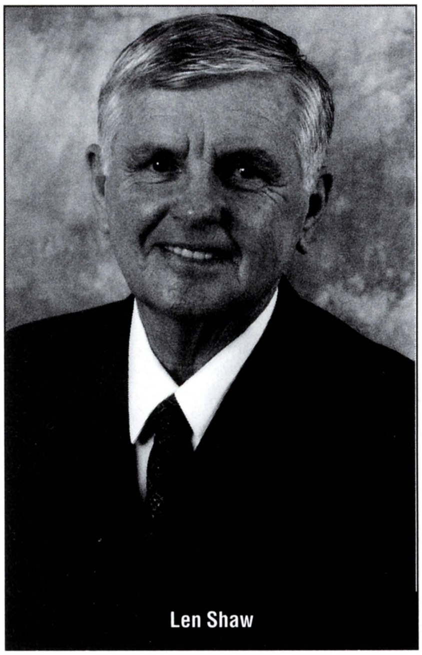
NAMCO EXPANDS IN UK

Namco Operations Europe Ltd. (NOEL) is set to continue its United Kingdom expansion program with the September launch of the Namco Station in Manchester's Trafford Centre.

The 30,000-square-foot site will have a strong 10-pin bowling theme boasting a total of 18 lanes. Complementing this will be a fully licensed bar, American pool area, separate AWP (amusement with prizes) areas, and a 450-square-foot Speed Dogem arena.

The Trafford Centre, about a mile from the home of Manchester-United football club, represents a $400 million development. The center is said to be the last large scale regional shopping development in the north of England because of recent government planning regulations.

The concept will be managed by George Massri, who has been promoted from deputy manager at the Namco Station in London's County Hall. Namco Europe managing director Mike Nevin said, “The Trafford Centre has all the credentials and characteristics that we look for in a site. It is a major development which offers excellent facilities. Its immediate catchment area is in excess of one million people, with another four million living within a driving area of 45 minutes.”



Len Shaw

SHAW WINS SERVICE AWARD

Dreamworld's director of special projects, Len Shaw, was named the inaugural recipient of the Australian Amusement, Leisure and Recreation Association (AALARA) Gold Service Award for his outstanding contribution to the industry. Vice president of AALARA Steve Peet presented the award at the conclusion of the association's annual three-day conference held at Royal Pines Resort.

Shaw's list of credits spans 32 years, 15 at Dreamworld. He is responsible for construction of the fastest, tallest ride in the world, the Tower of Terror, and attractions such as Wipeout, Tiger Island, and Creature Cruise. Last year Shaw managed the construction of Dreamworld's Antarctic Adventure, an interactive science and entertainment attraction in Hobart, Tasmania.

Shaw was instrumental in the formation of AALARA and is currently serving his second term as the association's president and treasurer. Earlier this year he was appointed to the International Association of Amusement Parks and Attractions and is a member of its safety and maintenance committee.

CONCORD CONFECTIONS ACQUIRES FLEER

Concord Confections, the world's largest gumball manufacturer has won approval from a U.S. District judge to acquire the Fleer Confections division from Marvel Entertainment. Among other product lines, Fleer Confection manufactures Dubble Bubble, one of the oldest and most recognized brands in confectionery history. Concord and Marvel have signed a definitive purchase agreement and it should be finalized shortly.

As part of the agreement, Concord is also acquiring manufacturing facilities in Byhalia, Mississippi, Walldorf, Germany, and Barcelona, Spain.

Concord, founded in 1986, manufactures 100 percent of its own product and exports to over 52 countries. Its dominant brands include Tear Jerkers (the original extra sour gumball), Tongue Splashers, Kid Gumball, Candy Blox, and Bubble Blox. Concord employs 325 people in its Canadian operation and has sales offices in Chicago, Ill.; Phoenix, Ariz.; and Bel Air, Md.

CAMELOT SHOWS AT CHINA EXPO

Camelot, a large manufacturer of inflatables established in 1971 in the United Kingdom, participated in the China Amusement Expo '98 (International Amusement Facilities and Equipment Exhibition for China) the end of July in Beijing. In addition to exhibiting its line of inflatables, Camelot was seeking business partners in China.

Managing director Peter Morrell said, "We intend to appoint various agents in China in different provinces and they will have an exclusive right to sell our products." The company has grown into a multinational organization with agents already in 56 countries throughout the world. Its products, the company noted, last up to nine years with the proper care.

TAMA/GTI '98 is expecting a tremendous turnout.

TAMA SPONSORS GEAR UP FOR SHOW

The Taiwan Amusement Machine Association (TAMA) sponsor of the TAMA/GTI Expo '98, said that registration for the show has already met and even exceeded expectations. Over 320 booths were reserved in less than one month. It is expected that over 100 companies from 40 countries will participate in the event. The show is scheduled for Aug. 14-17. Organizers include Haw Tain Co., Taiwan Slot, Game Time International, and China Game.

TAMA has invited all exhibitors and overseas amusement trade associates to attend the Amusement Networking Reception on Aug. 14 at Caesar Park Restaurant. Complimentary tickets will be available at the registration desk.

Taiwan's largest amusement and gaming trade show will feature a wide array of product from vending machine and cranes to video games and redemption. In addition there will be a variety of support and supply companies.

For more information on this show, contact Game Time International, +886-2-2760-7407 or fax +886-2-2762-3873.

MUSICCO ELECTED TO FIFTH TERM

At the recent board meeting of SAPAR, the Italian association of manufacturers, traders, and operators of gaming and amusement machines, Lorenzo Musicco was re-elected to his fifth term as president. He has been in charge since 1986, a record in the history of SAPAR.

Also elected vice presidents were Marzio Bonaccorsi, Domenico Distante, Eugenio Fiabane, and Tiziano Tredese. During the meeting the executive committee, consisting of 11 board members, instituted the working groups for the coming year. The group also launched its first Internet site (www.sapar.it). By direct and effective graphic interfaces, the site offers visitors an overview of every aspect of SAPAR's activities.

AAMA AND INTERGAME UNITE

During the annual American Amusement Machine Association (AAMA) meeting held in May, it was announced that the board approved an agreement to partner with InterGame Ltd., publishers of *InterGame, InterGaming,* and *InterPark* magazines, in the sponsorship of the India Amusement Expo, held in New Delhi.

While an informal arrangement already existed between the two parties, it is now official. The objective is growing the show internationally from both the coin-op and parks perspectives. InterGame Ltd. will play a more active role in the growth and development of the show. The India Amusement Expo will continue to be managed by show organizer William T. Glasgow Inc. while international sales and marketing will be supported by InterGame Ltd. For information on the show, contact William T. Glasgow, (708)333-9292 or fax (708)333-4086.

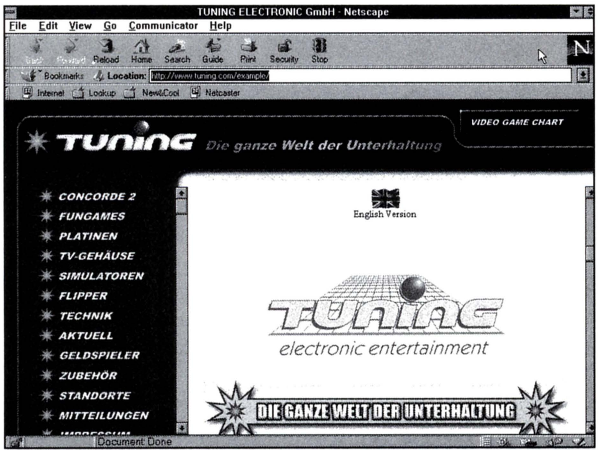
JAPAN LOOKS TO REVISE FUEI ACT

The National Police Agency (NPA) in Japan has plans underway to revise its 14-year old Fuei Act. But it will have little effect on game room operations. The Fuei Act covers what the NPA thinks are areas conducive to gambling and prostitution. As it stands now, eight classes of entertainment operations are tightly controlled under the Fuei Act. Revisions call for eliminating control on one of these groups, dance schools. Unfortunately, since the NPA views game room operations (one of the eight categories) as places that tend to lead to both gambling and juvenile delinquency, they will still require tight scrutiny.

NAMOA NEWS

The National Amusement Machine Operators Association (NAMOA) announced in its newsletter that George Campbell has resigned from NAMOA's board of directors. The article called Campbell "...a stalwart, probably almost a legend of the Australian industry."

Campbell also resigned from his board of directors position of the Queensland Amusement and Music Operators Association. NAMOA News said that Campbell's resignation from both associations "presents a tragic loss for both."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Tuning's Web site

TUNING'S WEB SITE

Hamburg, Germany-based Tuning Electronic, developer and manufacturer of coin-op amusement games, has refurbished its Web site 18 months after its initial introduction. The company invites its customers to visit the new Web site (www.tuning.com).

ATEI EXPANDING

It's only August, five months before the world will converge in London, England, for the 55th Amusement Trades Exhibition International (ATEI). However, show organizers are estimating that there will be an additional 10,000 square feet of exhibit space in Earl's Court I as its sister show, the London Parks and Attractions Show, continues its migration into the north hall of Earls Court 2.

ATEI sales manager Paul Grinnall, said, "The successful growth of the London Parks and Attractions Show into a stand-alone event with its own identity will enable us to relocate a number of booths on the coin-op/parks periphery into Earls Court 2. This will make more space available in Earls Court I for both new coin-op companies and expansion often sought by our existing exhibitor base."

For more information on this show, call +44 (0)1273-204817; fax +44 (0)1273-204827; e-mail (atei@fastnet.co.uk). Dates are Jan. 26-28.

LEISURE WHITE PAPER REPORT

Game Machine reported results from the Leisure White Paper 1998, published by the Leisure Development Center, that showed more people in Japan are enjoying leisure activities outside of their homes like a tremendous boost in moviegoers, but playing games in game rooms doesn't seem to be at the top of their lists.

The revenue from game centers, according to the Paper, dropped nearly 11 percent from 1996 totals. "Although the revenue in 1996 was bolstered by the popularity of photo sticker machines, their popularity is dropping. In addition, the quality of home video games is improving. The year lacked any major coin-op video game hits and revenue is continuing to decrease," *Game Machine* quoted The Paper as saying. It added that the number of guests in game rooms was decreasing also.

DSI CELEBRATES ANNIVERSARY

Diversified Systems International, the United Kingdom supplier of Bank Note validators, has been enjoying steady growth since it was formed in 1996. As it celebrates its second anniversary, the company is lowering prices on its popular Global Bill Acceptor. It can accept up to seven denominations in four directions and is available with a variety of interfaces.

DSI's technical services manager said, "A number of companies claim to have flexible, high-security, global validators. However, we believe ours is the only one which can actually meet the criteria." Because of its phenomenal success, DSI

INTERNATIONAL SCENE

The staff of DSI celebrates two successful years.

said it wants to pass price reductions on to its customers. For more information, call +44 (1235) 772201.

ETTE JOINS ATE LTD.

Heather Ette

ATE Ltd., organizers of the Amusement Trades Exhibition International, has added Heather Ette to its team. She assumes the newly created post of marketing executive with responsibility for all three of the London-based exhibitions: International Casino Exhibition, London parks & Attractions Show, and ATEI.

Peter Rusbridge, ATE chief executive, said, "The creation of the new post of marketing executive is another example of ATE investing back into the development of the exhibitions the company organizes. 1998 represented the seventh consecutive year of growth."

The ATEI show will be held January 27-29 at Earl's Court in London. For more information, call +44)0)1273 204817 or Web site (http://www.atei.co.uk). ▲

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RANDY FROMM

A Play Meter Monthly Exclusive

Understanding pinballs' SWITCH MATRIX

I get a lot of e-mail these days. This one happened to be on the same subject I had planned for this month's column, so it tied in nicely. This author also makes a keen observation about the industry and "pay scale." I've included it along with my comments at the end of this month's technical presentation.

Hello Randy,

I was working for this distributor and a service tech brought in a Williams CPU to get it repaired. My boss checked it out and sent it back as "No Trouble Found." Well, the service tech went back to the game and tried to figure out what the problem with the playfield was. He replaced everything he could think of involving that particular switch that was giving him trouble.

Since he had worked in the field for some time he figured that it just had to be in the board. So he brought the board back again. My boss hooked it up to the tester and as the service tech watched they went through the tests. Together, they verified that the board was, in fact, good. As expected, the board came back to the shop but this time it was accompanied by the game.

Of course, considering myself the Williams pin expert (since I actually enjoy fixing them more than I enjoy playing them) my common practice was that as soon as a customer brought in a Williams pin for repair, I would wheel it right into my area and get to work on it. I don't think that this is a good practice because everything should be fixed in order, but what can I say...I had a sickness!

My common practice for repairing switch problems with these pins is to remove all the balls from the machine, go into test mode, and select the single switch test (it's the third test I think). Here, I generally check to make sure that all switches are in the position that they should be. When I went to the switch that was in question, sure enough it did not work.

The first thing I did was to short the two leads together, and the switch activated on the dot-matrix display. This told me that there was no problem with the wiring to the board. So it was a switch problem (or was it)? On inspection with my meter, both the switch and the diode seemed to be functioning properly. Then I checked to see if they were installed properly and they were.

Strange as it may seem, I like having diodes in my toolbox. I took one and jumped it across the connector at the board between the row and column that would activate that switch. It did not work. I then took the board out of the game and checked it with the tester. It seems that the tester does not actually check each individual switch combination; it just shows the whole switch matrix on the dot-matrix display and has switches to activate only the rows and the columns.

I showed my boss what I had discovered and demonstrated that the switch could not function through the diode. I can't give you the specific IC, but all I did was follow the schematic back from the pin I believed to give me trouble and replaced the IC.

*Anyhow, sure enough that was the problem. When the customer came back asking what the problem was (because he was a seasoned tech and could not understand what was wrong, and because my boss had already told him that the board was fine, of course) I had to bullsh*t him by saying that there was, indeed, something wrong with the game. HEY, I JUST WORK HERE!*

But I do think it's important that anyone who works on a pinball and is having trouble in the switch department has to understand that the switches do not work on a "ground" principle. It is extremely important to know that these switches are strobed and that they share common wires with many other switches, which could lead them to helping troubleshoot switch problems in these games.

Thanks again,
Johnny

Dear Johnny,

Before I get started on a further discussion of the switch matrix, let me take a moment to say shame on Johnny and his boss for being deceptive. Why couldn't they have taken the high road here and shared their exciting discovery with a fellow technician who, by his own admission, is a seasoned tech? That's how I would have handled it.

That aside, Johnny's analysis is totally valid. Failure of a single switch is usually a straightforward repair, so his problem is a bit unusual. Examining the switch is normally all it takes to determine the problem. Most commonly, the wire has fallen off or the switch itself is broken. We'll take a closer look at this circuit later, but often, the self-test indicates that there are a number of switches that are inoperative. Surely there cannot be something wrong with each of these switches! What type of failure can cause this?

THE SWITCH MATRIX

In a video game each of the joystick, button, and coin switches is connected to the logic board by a single wire. There is a separate input on the board

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Randy Fromm's Arcade School 1944 Falmouth Dr. El Cajon, CA 92020-2827 TEL 619.593.6131 FAX 619.593.6132 for each switch in the game. This is the ground switch that Johnny alluded to earlier. In this case, this is a perfectly acceptable arrangement, as most video games have a maximum of 18 switches (counting two joysticks and three buttons per player, along with two start buttons and two coin switches).

But a pinball machine might have as many as 64 switches! Clearly, it is not practical to have a separate input for each switch. Just the wire harness alone would be huge, not to mention all of the extra integrated circuits that would be required on the logic board to accommodate the multitude of switch inputs.

Instead, pinball machines use a scheme known as a switch matrix. The switch matrix is like an electronic grid made up of eight columns and eight rows. Each of the switches in the game is connected to a column on one side and to a row on the other. This allows up to 64 switches to be connected to the logic board (CPU) with only 16 wires. By using the switch matrix instead of individual switch inputs, there are 48 fewer wires and inputs required.

The switch matrix works by quickly "polling" the switches in groups of eight, one column at a time. Each of the columns is connected to a transistor that is inside the ULN2803 driver. This device looks like an integrated circuit but is really a transistor array. When the computer wants to activate a column, the output of the column driver in the ULN2083 will complete a ground connection, bringing this point (labeled point "A" on the schematic diagram) "low." This is known as a "strobe." Any closed switch in the activated column will pass this ground connection along to the row to which it is connected.

Each row in the matrix is connected to the input pin of a type LM339 integrated circuit on the logic board. The input ICs detect the ground signal (also known as a logic zero to the truly hip and well informed), letting the computer know that a specific switch has been closed. This LM339 is the part that had failed in Johnny's game.

The process is then repeated for each of the eight columns. Each column is strobed in turn and the computer reads the inputs (the rows). After the last column has been strobed, the computer starts over again with the first column. It takes only a fraction of a second for the computer to do this.

As an example, let's see what happens when a ball hits the right slingshot (switch 52) of an *Attack From Mars* pinball by Williams. The computer is continuously strobing each of the eight columns, one at a time. When the computer strobes column 5 by activating U20, pin 14, it grounds one side of all of the switches that are connected to it. Since switch #52 is now closed by the ball, the ground connection is passed through the switch to row #2.

SWITCH MATRIX

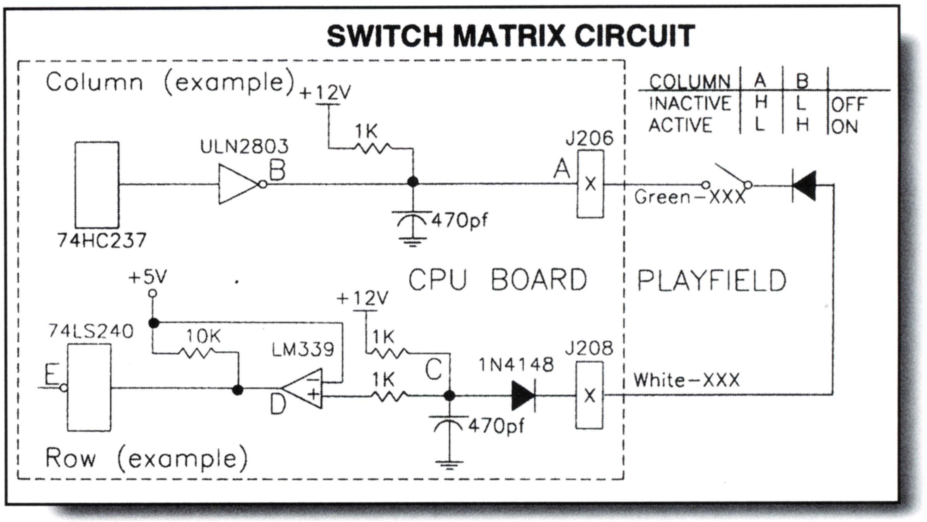
White ——▶|——o⁄ o—— Green

Dedicated Grounded Switches	Column / Row	1 Green-Brown J206-1 U20-18	2 Green-Red J206-2 U20-17	3 Green-Orange J206-3 U20-16	4 Green-Yellow J206-4 U20-15	5 Green-Black J206-5 U20-14	6 Green-Blue J206-6 U20-13	7 Green-Violet J206-7 U20-12	8 Green-Gray J206-9 U20-11	Flipper Grounded Switches
Orange-Brown **J205-1 U17-5** **Left Coin Chute D1**	1 **White-Brown** J208-1 U18-11	LAUNCH BUTTON 11	SLAM TILT 21	▨ TROUGH EJECT 31	MARTI"A"N TARGET 41	LEFT SLINGSHOT 51	LEFT RAMP ENTER 61	RIGHT LOOP HIGH 71	NOT USED 81	**Black-Green** J208-13 **Lower Right Flipper EOS F1**
Orange-Red **J205-2 U17-7** **Center Coin Chute D2**	2 **White-Red** J208-2 U18-9	NOT USED 12	COIN DOOR CLOSED 22	▨ TROUGH BALL 1 32	MARTIA"N" TARGET 42	RIGHT SLINGSHOT 52	CENTER RAMP ENTER 62	RIGHT LOOP LOW 72	NOT USED 82	▨ **Blue-Violet** J212-12 **Lower Right Flipper Opto F2**
Orange-Black **J205-3 U17-11** **Right Coin Chute D3**	3 **White-Orange** J208-3 U18-5	START BUTTON 13	NOT USED 23	▨ TROUGH BALL 2 33	MAR"T"IAN TARGET 43	LEFT JET 53	RIGHT RAMP ENTER 63	LEFT LOOP HIGH 73	NOT USED 83	**Black-Blue** J208-12 **Lower Left Flipper EOS F3**
Orange-Yellow **J205-4 U17-9** **4th Coin Chute D4**	4 **White-Yellow** J208-4 U18-7	PLUMB BOB TILT 14	ALWAYS CLOSED 24	▨ TROUGH BALL 3 34	MART"I"AN TARGET 44	BOTTOM JET 54	LEFT RAMP EXIT 64	LEFT LOOP LOW 74	NOT USED 84	▨ **Blue-Gray** J212-11 **Lower Left Flipper Opto F4**
Orange-Green **J205-6 U16-9** Normal Function **Ser Credits** Test Function **Esc D5**	5 **White-Green** J208-5 U19-11	NOT USED 15	NOT USED 25	▨ TROUGH BALL 4 35	LEFT MOTOR BANK 45	RIGHT JET 55	RIGHT RAMP EXIT 65	LEFT SAUCER TARGET 75	NOT USED 85	**Black-Violet** J208-11 **Upper Right Flipper EOS F5** (NOT USED)
Orange-Blue **J205-7 U16-11** Normal Function **Vol Down** Test Function **Down D6**	6 **White-Blue** J208-7 U19-9	LEFT OUTLANE 16	LEFT RETURN 26	▨ LEFT POPPER 36	CENTER MOTOR BANK 46	"M"ARTIAN TARGET 56	MOTOR BANK DOWN 66	RIGHT SAUCER TARGET 76	NOT USED 86	▨ **Black-Yellow** J212-10 **Upper Right Flipper Opto F6**
Orange-Violet **J205-8 U16-7** Normal Function **Vol Up** Test Function **Up D7**	7 **White-Violet** J208-8 U19-5	RIGHT RETURN 17	RIGHT OUTLANE 27	▨ RIGHT POPPER 37	RIGHT MOTOR BANK 47	M"A"RTIAN TARGET 57	MOTOR BANK UP 67	DROP TARGET 77	NOT USED 87	**Black-Gray** J208-10 **Upper Left Flipper EOS F7** (NOT USED)
Orange-Gray **J205-9 U16-5** Normal Function **Begin Test** Test Function **Enter D8**	8 **White-Gray** J208-9 U19-7	SHOOTER LANE 18	NOT USED 28	LEFT TOP LANE 38	RIGHT TOP LANE 48	MA"R"TIAN TARGET 58	NOT USED 68	CENTER TROUGH 78	NOT USED 88	▨ **Black-Blue** J212-9 **Upper Left Flipper Opto F8**

J2XX = CPU Board; ▨ = Opto, Typically Closed

Row #2 is connected to integrated circuit U18, pin 9 which detects the ground signal (a logic zero, remember) and signals the CPU. Since the CPU knows that it has strobed column #5 and has received the return signal on row #2, it determines that switch # 52 has been activated.

The diode that is in series with each of the switches is a steering diode that prevents the simultaneous closure of more than one switch from confusing the computer. Without these diodes, multiple switch closures would fool the CPU into thinking that some switches are closed when they are not.


SWITCH MATRIX CIRCUIT

TROUBLESHOOTING

Multiple switch failures are easy to troubleshoot and repair. When the self-test points out a number of bad switches, make a note of their numbers and consult the switch matrix table. All of the bad switches will invariably fall under a single column or row. Column failures are by far the most common. If the bad switches belong to a column, turn off the game and test the output pin of the ULN2083 associated with that column. Williams has made it even easier by noting the IC number at the top of each column on the chart. As a matter of fact, testing the IC is probably not necessary, as virtually all switch column problems seem to be caused by failure of the associated ULN2083.

These repairs are easy to make and can be performed in the field.

More from Johnny on another subject . . .

I wanted to thank you for the information that you provide on your Web site. I have only been working in the game industry for three years and I'm not sure how much longer I will be. (Ever tell yourself that? Ha, ha.) Anyhow, I like to think of myself as an accelerated learner, especially when it comes to Williams pinballs. I worked for a game distributor my first year in the business. I gained a lot of experience repairing game/boards there, mainly because I had to fix all the crapola that the typical street service mechanic could not.

After being there for a year I figured that even though I felt smarter for having fixed all the stuff that the typical street service mechanic could not, for some strange reason it seemed that at the end of the week, when it was time to get paid, the typical street service guy seemed like he knew something that I did not. Guess who is a typical street service guy now? Anyhow, even though I've only been in the business for a short time I feel like I've seen and fixed it all. Whether I knew what I was doing or not, in the end I leave the location knowing that what I just did fixed the problem.

Here is what bothers me: With all these different types of pinballs, jukeboxes, darts, validators, monitors, etc., having the knowledge to repair it all at a component level seems to be incomprehensible. I used to repair cable converters, but they were all of the same model over and over again. It took time until I knew every function of every component in the converter.

With games it seems to be hit-and-miss. There is no way that anyone (except you, of course) could possibly learn everything about every game out there. And still I don't see the compensation for all this knowledge."

Johnny, I couldn't agree with you more. The stuff we work on is really state-of-the-art and the broad scope of knowledge required to be a well-rounded technician is extraordinary. I will be the first to admit that, despite your kind words, I do not know everything about every game. Far from it. My real heroes in this regard are the distributors' technicians. These guys are awesome. I had a chance to spend a week at Brady Distributing in Charlotte, N. C., and I was VERY impressed. I have never seen a more competent crew.

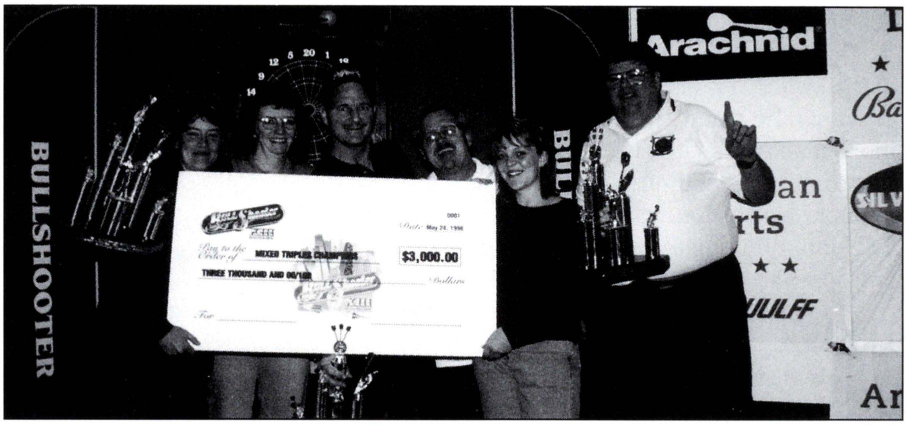
I'm not certain why, but this industry seems to be traditionally low-paying. Perhaps that's why the (JobShop@randyfromm.com) free job listing service is busier now than ever before. We often face a shortage of qualified technicians as they move to greener pastures that offer higher pay.

I'd like to take an informal poll and find out what service techs are making out there. If you read this column and it has been of help to you, could you do me a favor and drop me a line, call me, or e-mail and let me know what you're making? You don't have to tell me who you are or where you work. Just give me the general area of the country you're in: Pacific Northwest, Plains states, Midwest, Southeast, Northeast, etc. I'll publish the results here and on the (randyfromm.com) Web site.

Also, just a reminder: what is traditionally the best Arcade School of the year is coming up in November. What makes it better than other Arcade Schools? Nothing to do with the educational content I assure you. The November class will be held at the Wells-Gardner monitor factory in Chicago, Ill., Nov. 2-6. The class includes a factory tour that will be fun as well as informative. ▲

For more information, contact Randy Fromm at Randy Fromm's Arcade School, 1944 Falmouth Drive, El Cajon, CA 92020-2827; (619)593-6131; fax (619) 593-6132; e-mail (randy@randyfromm.com); or Web site (http://randyfromm.com).

BullShooter XIII CAPS successful tour



Mixed Triples champions, (l-r): Carol Payne, Jim Newbury, and Lyle Herrick and friends with Arachnid's Dave Schultz.

Imagine the best dart shooters from around the world gathered in one spot for four days of intense competition for prize money and trophies. That was the picture on Memorial Day weekend when the $250,000 BullShooter Tour ended in the 13th annual BullShooter Finals at the Hyatt Regency O'Hare in Chicago.

Entries totaled 6,475, with a large following from overseas. Players matched their skills and wits in four pro categories—Pro Singles, Pro Doubles, Pro Doubles Cricket, Pro Mixed Cricket—and 12 other events.

A $15,000 Top Gun Challenge Warm-Up got the weekend off to a fiery start, and a Miss BullShooter contest added more spice to the occasion.

All participants pre-qualified either at BullShooter regionals or through their local dart league or operator.

BullShooter XIII MVPs were Lyle Herrick of Tucson, Ariz., and Teenamarie Gallegos of Panaroma City, Calif. Winners in the major categories were:

Men's Top Gun Challenge: 1st—Kenny Doyle, 2nd—Lane Helgeson, 3rd—Darin Young, 4th—Peter Evison.

Women's Top Gun Challenge: 1st—Sandy Green, 2nd—Julie Sullivan, 3rd—Teenamarie Gallegos, 4th—Lorna Jones.

Men's Doubles—1st—Lyle Herrick and Jim Newbury, 2nd—Douglas Neal and Michael Shiock, 3rd—Dennis Milbrandt and John Glover, 4th—Thad Uraine and Andy Green.

Pro Men's Doubles—1st—Jerry Umberger and James Watkins, 2nd—Michael John and Peter Evison, 3rd—Larry Schramm Jr. and Nicholas Kielman, 4th—Lane Helgeson and Robert Haft.

Women's Doubles—1st—Teenamarie Gallegos and Sandy Green, 2nd—Hope McEachern and Kathy Maloney, 3rd—Lori Sue Williams and Michele Plein, 4th—Elke Ursula and Tanja Schonhardt.

Mixed Doubles Cricket: 1st—Teenamarie Gallegos and Thad Uraine, 2nd—Charles McDiarmid and Roxanna Spears, 3rd—Ariane Berset and Pascal Barbezet, 4th—Brian Duenkel and Kristi Lewis.

Women's Singles: 1st—Cherie Munyon, 2nd—Becky Breckenridge, 3rd—Kathy Maloney, 4th—Angela Myers.

Men's Open Singles: 1st—Ken-

From left: Women's MVP Teenamarie Gallegos, Arachnid's Brad Boe, and Men's MVP Lyle Herrick.

Arachnid
American Darts
Bally WULFF

USA Team, (l-r): Larry Schramm, Ray Terronez, Jerry Umberger, Shawnee Sheluga, and Brad Weatherington with Arachnid's Sam Zammuto.

BULLSHOOTER
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Pro Mixed Cricket champions Thom Johnson and Kathy Maloney with Arachnid's Dave Schultz.

BULLSHOOTER Arachnid
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Men's Doubles champions Jim Newbury (l) and Lyle Herrick (r) with Jim's Mixed Doubles partner Barb Olson and Arachnid's Brad Boe.

Pro Singles champion Michael Manning (l) with Arachnid's Brad Boe.

Top Gun champion Kenny Doyle (r) and Arachnid's Sam Zammuto.

neth Flannery, 2nd—Lyle Herrick, 3rd—Christopher Johnson, 4th—Greg Fountaine.

Pro Singles: 1st—Michael Manning, 2nd—Kenneth Doyle, 3rd—Ryan Coskey, 4th—Thomas May.

Pro Mixed Cricket: 1st—Kathy Maloney and Thom Johnson, 2nd—Teenamarie Gallegos and Larry Butler, 3rd—Micki Pint and Raymond Carver, 4th—Ellen Rice and Scott Kirchner.

Pro Cricket Doubles: 1st—Scott Kirchner and Rich Dement, 2nd—Christian Kotal and Frank Mast, 3rd—Dieter Joos and Bernard Willert, 4th—Terry Bane and Larry Brunner.

Open Cricket Doubles: 1st—Eric Francisco and Jeff Jones, 2nd—Lyle Herrick and Jim Newbury, 3rd—Christopher Bucceri and Reginald Fountaine, 4th—Shane Dunn and Todd Bell.

Mixed Triples: 1st—Lyle Herrick, Carol Payne, and Jim Newbury; 2nd—Sandra Gordon, Raymond Swank, and Daniel Ehlers; 3rd—Randy Van Duersen, Maria Beecroft, and Robert Losasso; 4th—Deb Norton, Charles McDiarmid, and Christopher Bucceri.

Women's Second Chance Singles: 1st—Roxanna Spears, 2nd—Theresa Sullivan, 3rd—Jeanine Francisca, 4th—Laura Frisch.

Miss BullShooter Playoff: 1st—Terri Bade, 2nd—Denise Verry, 3rd—Anna Kephart.

For those looking ahead to next year, the BullShooter XIV Tour will start in the fall with new and exciting things in store. The Qualifying Tour will consist of 16 regionals, state tournaments, and international events including the European BullShooter. Arachnid thanks all English Mark Darts distributors, operators, and players who have made the BullShooter Finals memorable over the years. For more information on the new tour, call (800)435-8319. ▲

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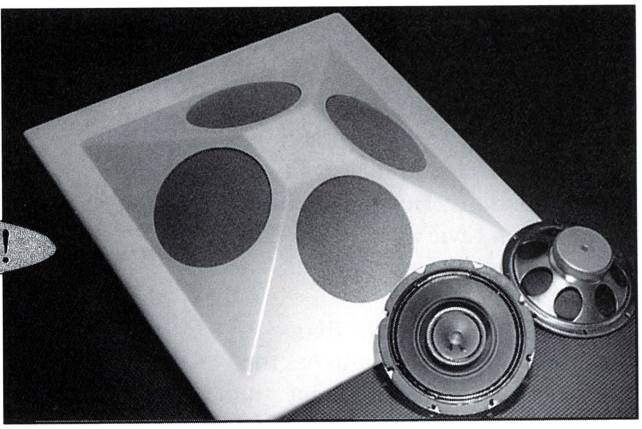

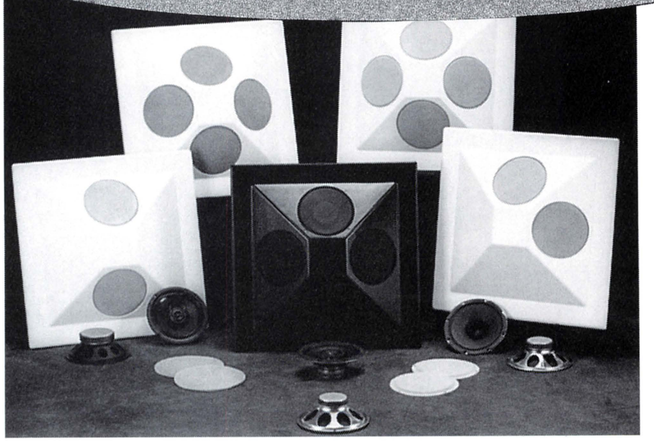

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OCMA members know POOL AND DARTS

17th anniversary pool championship

The 17th annual OCMA/VNEA 8-Ball State Pool Championships were held April 23-26 at the 3,200 seat Canton Civic Center Arena in Columbus, Ohio. Some 28 Ohio Coin Machine Association member operators participated in one of the most successful single weekend state pool tournaments in the country.

Four teams were crowned Ohio State Champions during the highly competitive three-day even which utilized 64 pool tables. The Open Division comprised 288 teams; the Masters Division, 13 teams; the Women's Division, 64 teams; and the Women's Master Division, 11 teams. A total of 1,805 tournament players competed for over $60,000 in prizes, trophies, and a chance to compete at the VNEA International Championships in Las Vegas.

About 800 players participated in the minisingles tournaments held Thursday evening. Elum Music served as the 1998 host tournament operator with tournament sponsors including Valley, High Country Promotions, Shaffer Distributing, Anheuser-Busch, SNAP Promotions, Downing Billiard Supply, Canton Civic Center, and Canton/Stark County Convention and Visitor's Bureau.

OCMA would like to thank its tremendous group of volunteers that helped ensure that the event ran smoothly. A special thanks to OCMA Pool Tournament Advisory Officers: president Dave Yuhas, first vice president Mike Fowler, second vice president Bev Bazill, secretary Tom Elum, head statistician Toni Dunbar, head referee Mary Beth Altizer, and OCMA executive director David Corey.

Tournament results were as follows:

Open Division: 1st—Ray's Road Dogs (Stebelton Music & Vending); 2nd—Sahara (Shaffer Services); and 3rd—On the Snap (Shaffer Services).

Women's Division: 1st—Mike's Down Under (Alexander Music), 2nd—Winner's Circle (Shaffer Services), and 3rd—Ernie's Helen Keller Girls (Clark Vending).

Master's Division: 1st—Ernie's Sports Bar (Clark Vending), 2nd—On the Snap (Elum Music), and 3rd—Sportsman's (Shaffer Services).

Women's Masters: 1st—Sportsman's #1 (Shaffer Services), 2nd—Varsity Vixens (Elum Music), and 3rd—Sportz N Spuds (Elum Music).

7th annual team dart state tournament

OCMA's seventh annual team dart state tournament was held April 3-5 at the Canton Memorial Civic Center in Canton. Over 500 darters competed for over $14,000 in prizes and trophies. OCMA thanked all of the darters, officials, manufacturers, distributors, and operators who made the 1998 tournament a success.

Here is a list of the winners in the various categories:

SINGLES

Men's Masters: 1st—Marc Brown (Gem Music), 2nd—Mike Kenny Sr. (Pioneer Service), and 3rd—Bill McGinnis (Ohio Vending).

Women's Masters: 1st—Kathy Shafer (Gem Music) and 2nd—Terri Blade (Glass City Darts).

DOUBLES

Men's Masters: 1st—Bing's #2 (Pioneer Service), 2nd—Bald, not Bald (Pioneer Service), and 3rd—Big Dog's #2 (Gem Music).

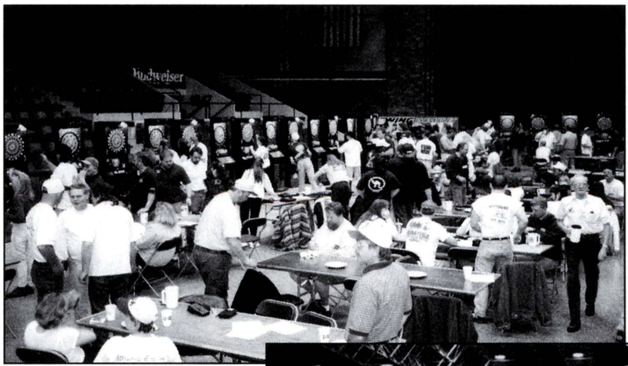
Women's Division A: 1st—Lady Gems (Gem Music) and 2nd—Femme Fatals (Pioneer Service).

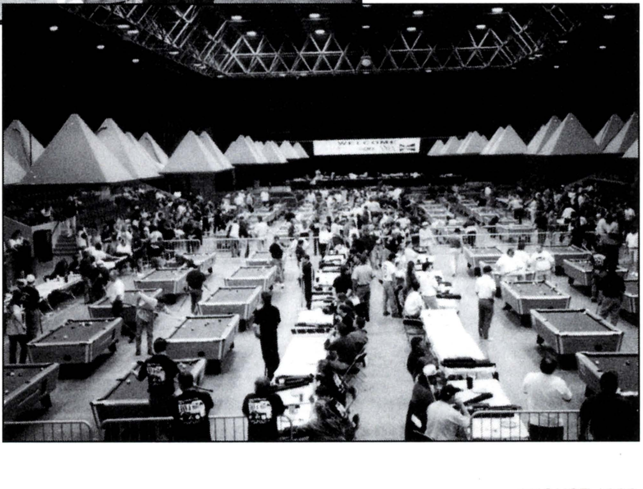
Mixed Division A: 1st—Brown/Boyd (Pioneer Service), 2nd—Loveland (Pioneer Service), and 3rd—OVI #1 (Ohio Vending).

TEAM EVENTS

Men's Masters: 1st—Lorain Music, 2nd—Gem Music, and 3rd—Ohio Vending.

Women's Division A: 1st—Femme Fatals (Pioneer Service) and 2nd—Vertigo (Gem Music). ▲





TOP: Darters take the game seriously!

BOTTOM: The OCMA Pool Championship utilized 64 pool tables.

VNEA's 18th annual CHAMPIONSHIPS

Valley's cougar mascot led the procession of flags during the Suds & Chips mixer.

The Valley National Eight Ball League Association (VNEA) held its 18th annual international championships in Las Vegas at the Riviera Hotel on May 21-30. Some 5,000 pool league players came to town ready to play pool on 200 Valley tables to win prizes packed in a 48-foot semi truck and $500,000+ total cash purse.

Recording an incredible 3,270 singles entrants and 820 teams participating, the battle for titles in the following 8-ball divisions were held: Open Team Regular and Masters, Women's Team Regular and Masters, Men's Singles Regular and Masters, Women's Singles Regular and Masters, Men's and Women's Singles Seniors, and these 9-ball events: Men's Singles Regular and Masters and Women's Singles Regular and Masters. In addition, there were the Scotch Doubles Regular and Masters.

Players represented 34 states and the following countries: Australia, Bahamas, Bermuda, Canada, Germany, Netherlands, Portugal, Russia, and Spain. The ceremonies got underway with a touching remembrance and tribute to pool great and long time VNEA master of ceremonies Red Jones, who passed away earlier this year. Shortly thereafter, VNEA's annual procession of flags decorated center stage as player representatives from every state and country were in attendance. This colorfully impressive display accentuated the depth of competition that this tournament possesses.

Two of the major sponsors, Huebler Industries and Mali Cues, graciously participated in Daily Cue Stick Giveaways for eight days, giving away thousands of dollars in addition to 16 cues. VNEA praised them for their support.

With 20 members already in place, the VNEA Amateur Pool Player Hall of Fame was ready to induct its next deserving group, which included Art Ekern of Stansfield Vending, Manuel Gonzales Jr. of High Country/TD Rowe, Jim Rohde of High Country Games, Don Soper of Automatic Vendors, and Dion Watson of Varner Vending.

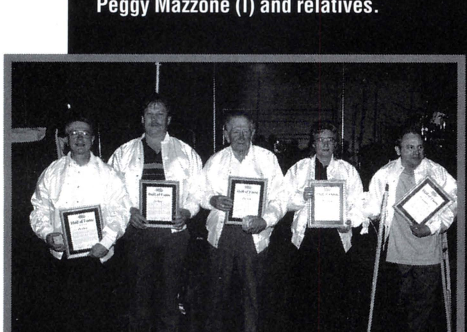
At an elegant president's reception in honor of Gary Nelson of Stansfield Vending, lifetime sanction cards were presented to several VNEA long-time personalities by Chuck Milhem, Valley's chairman of the board. These cards represent a lifetime of commitment to the VNEA. They were issued to Judy Mehle of High Country/TD Rowe, Jerry Dunbar of Ohio, and James Griffiths of Valley.

The 1998 Warren Kelley award, named in memory of Valley's Kelley, who was a great believer in the VNEA, was presented to Gregg Elliott, executive director of VNEA. For the first time, the President's Choice Award was presented by VNEA president

8-Ball Women's Team Masters Champions, Galtier Midwest Masters of American Amusement in St. Paul, Minn.

8-Ball Team Masters Champions, Fargo Tips & Taps Oelslager of United Music in Fargo, N.D.

The major tournament sponsors, from left (back row): Lorenzo Mazzone of LEANI Slate Co. and Chuck Milhem, Dick Shelton, and Dave Kelly of Valley; (front row): Peggy Mazzone (l) and relatives.



The 1998 VNEA Hall of Fame inductees, (l-r): Art Ekern, Jim Rohde, Don Soper, Dion Watson, and Manuel Gonzales Jr.

Gary Nelson to Valley's Dick Shelton, who was called a diligent supporter of VNEA and a terrific choice for this prestigious award.

A worthwhile event that took place was the VNEA "Cues for Kids" program. Many gracious companies donated cues, cases, books, and many other prizes to be raffled off during the tournament with the proceeds going directly to the growing VNEA Junior program. VNEA wanted to thank the following companies that donated merchandise: Schon Cues, McDermott Cues, J&J America, Huebler Cues, Bebob Publishing, Meucci Cues, Jerry Olivier Custom Cues, Viking Cues, Predator, Mali Cues, Tom's Q-Stix, Valley, and Air Brush Graphics.

The competition began with 9-Ball Singles and continued the next morning with 8-Ball Singles divisions. For three days and nights players were eliminated and others moved closer to the finals. Finally, on the last day Ace Brown of Chambers Music in Utah took home $4,000 and the 8-Ball Men's Singles Regular Division Championship by defeating Vince Chambers of Selectomatic Games in Ontario, Canada. However, Vince did not go home empty handed; he claimed $3,000 for his efforts.

In the 8-Ball Women's Singles Regular Division final, Kelly Strothman of Aactive Coin in Manitoba, Canada, defeated Gail Lave of Kinney Amusement & Vending in Missouri capturing $2,000; Gail took home $1,550.

In a hard fought battle, David Alcaide of Import Pool Play in Spain pocketed $2,500 and the 8-Ball Men's Singles Masters Championship by beating Rick Marshal of Inter Provincial Amusement in Alberta, Canada, who was awarded $1,700.

The Women's 8-Ball Singles Masters title was captured by Kathie MacDonald of Inter Provincial Amusement, nabbing $1,6000. Second place finisher Sylvia Lopez of Import Pool Play in Spain received $1,200.

In 9-Ball competition, Edwin Morital of Southern Music in Alberta, Canada, claimed the Men's Singles Regular Division and $2,500 by defeating Shannon Bryant of State Amusement in Virginia, who pulled in $1,900.

Denise Belanger of Ontario Amusement Games in Ontario, Canada, outplayed Marie St. Germain of New Crown Music in Ontario to capture the 9-Ball Women's Singles Regular title. Denise won $1,200 while Marie received $850.

In the 9-Ball Men's Masters Singles Richie Richeson walked away the winner with $2,200. Second place finisher Richard Lacey of Import Pool Play took home $1,500.

Kathie MacDonald was named 9-Ball Women's Singles Masters Champion for the third year in a row. This time she took home $1,300 while Julie Mason came in second and won $1,000.

Here are the winners from the Seniors Division:

8-Ball Men's Senior Singles: 1st—David Floyd, who claimed $1,000 and 2nd—Art Wilson, $800.

8-Ball Women's Senior Singles: 1st—Dee Strack, who won $700 and 2nd—M.L. Traylor, $490.

In the Scotch Doubles Regular event Tasha Thomas and Tom Matusi nailed down first prize and $1,000, and Becky White and Levi Lozier took second place and $500. In the Scotch Doubles Masters Kathie MacDonald and Kevin Cardinal took second and $500. ▲

Valley's Chuck Milhem presented Lifetime Sanction awards to, (l-r): Jerry Dunbar, James Griffiths, and Judy Mehle.

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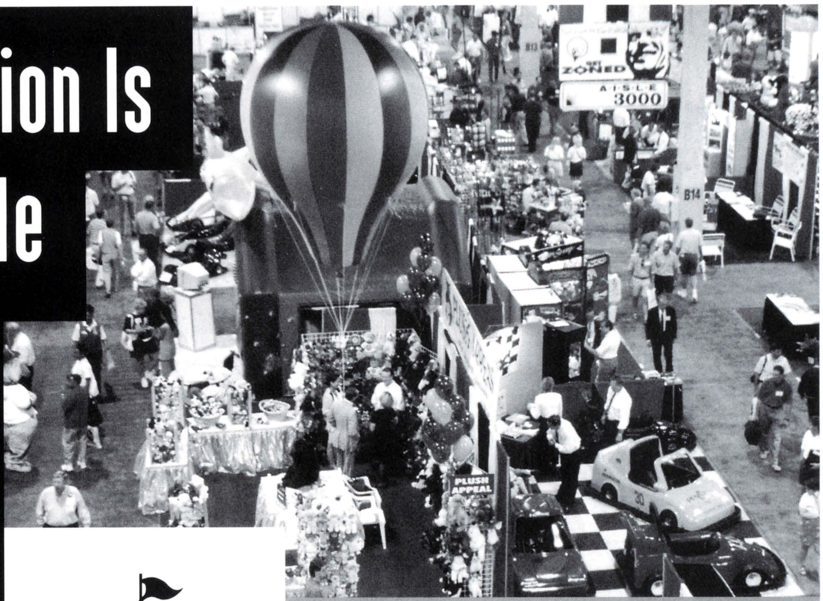

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MCM releases new catalog

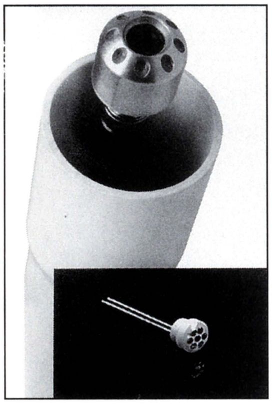
MCM Electronics, serving the industry for 22 years, announced the introduction of its 41st catalog. The new catalog features more than 5,000 new products including project accessories, semi-conductors, connectors, test equipment, computer and home audio products, and thousands of original OEM TV/VCR repair parts.

The addition of the 5,000 new products makes a total of 39,000 in-stock items. MCM offers same day shipping (approved in-stock orders received by 5 p.m. will be shipped the same day.) The company has warehouses near Dayton, Ohio, and Reno, Nev.

For a free copy of the catalog, contact MCM Electronics, (800)543-4330; Web site: (www.mcmelectronics. com).

LEDtronics' LED lights the way

LEDtronics introduces the next generation of baseless-based LED multichip lamps. They offer ultra-bright, high-intensity light for use in many areas like portable video inspection systems. Remotely controlled TV systems utilizing LEDtronics' multichip LEDs as a light source are bringing a remarkable new capability to the industry. Older style systems utilize single-chip LED lamps producing beams of light with hot spots.

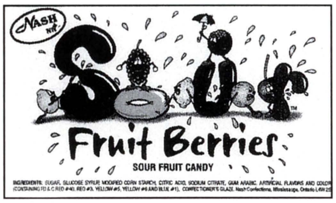


Although developed for the plumbing industry, the possibilities for lighting solutions with this new multichip LED lamp are endless including packaging multichip LEDs into based lamps as excellent replacements of incandescents in lighted push-buttons, annunciators, or panel indicators. In addition, they are excellent for backlighting head-mounted display screens.

For more information, contact LEDtronics, (310)534-1505; fax (310)534-1424; Web site (www.ledtronics.com).

Colorful cards from Nash

Nash Confections is offering an array of colorful, laminated cards to be used on vending machines for each of Nash's products. These include Jelly Beans (nine assorted flavors), Mighty Mites (hot, cinnamon flavor), Miniature Sour Jelly Beans (six assorted flavors), and Miniature Jelly Beans (nine assorted flavor).

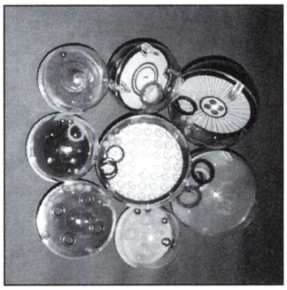


The cards are brightly colored with outstanding, appealing graphics designed to draw customers to the vending machine.

For more information on the product or the new laminated cards, contact Nash Confections, (905)238-1085 or (800)363-6991; fax (905)238-1842.

New concept in capsules

Actionmatic Ltd. introduces what it calls a new concept in toy/capsule vending. The difference with this new capsule is that instead of being simply a container for the toy, it actually becomes part of the toy.



For example, the capsule may become a ring toss game or a ball maze. There are six different formats and all six are available in 2-, 2.3-, and 2.9-inch versions. The two largest sizes offer two games in one capsule.

In addition to the new sealed capsules, Actionmatic also offers seven different capsule sizes with a large variety of mixes. There are novelties, jewelry, and toys.

For more information, contact Actionmatic, (519)351-2181 or (800)265-8363; fax (519)351-7304.

Candy Calling Cards

D.J. Gill Associates introduces Candy Calling Cards that the company says make "a sweet impression when you hand out your next business card." Each box contains four pieces of fruit-filled hard candy and is designed to display your business card. It's an inexpensive, personalized give-away perfect for cold calling and trade shows.

The company is also selling LifeSaver's brand creme savers. It's the only creamy hard candy with blended flavors that last and last. It blends real cream with classic flavors like chocolate and caramel creme, strawberries and creme, and orange and creme.

For more information, contact D.J. Gill Associates "The Vendors Choice," (609)384-0440; fax (609)384-0044.

Desk Top Pay Telephone

G-Tel Enterprises introduces its new model, the 888 desk top pay telephone. The 888 pay phone is completely programmable by the owner, who can adjust and set both the charges and the length of the call for local and long distance coin calling.

This quality phone takes nickels, dimes, quarters, and calling cards. The display on the phone is very user friendly showing the number dialed, the amount of coin to deposit, and the time remaining on the call.

The phone plugs into a standard telephone jack and does not require electricity. The owner can place his calls free of charge by using a bypass key. The 888 comes in a high strength ABS plastic black housing for added durability and maintenance ease. It comes with an armored cord from the handset to the phone for added strength and longer life.

For more information, contact G-Tel, (800)884-4835; Web site (www.gtel.com).

Standard Change-Makers' new series

Standard Change-Makers announces the release of two new change machines, the EC100 and EC200. These front-load models are the first of four in the new series, with two rear load models to follow. They have been specifically designed for the economy minded customer.

CHANGE
CHANGE
TOKENS

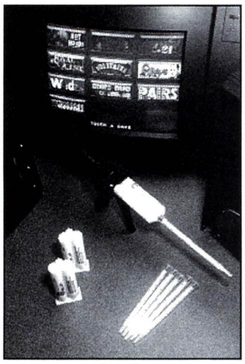
The model EC100 is an 8-1/2" wide "slim line" available with an optional header and base for 72" installation. This changer contains one galvanized steel, 24-volt, bulk loading, coin hopper with a 3,200 quarter capacity. It can also be used for dispensing $1 coins without any modifications.

The EC200 measures 13-1/2" wide by 26" high and is available with a handsome "change" artwork design or trendy "tokens" design. An optional header and base are also available. This model contains two quick dispensing, steel coin hoppers with a combined 6,400 quarter capacity.

For more information, contact Standard Change-Makers, (317)899-6966; fax (317)899-6977.

Devcon durable adhesive

Profile Plastics, specializing in custom molded, thermoformed plastic parts for computer and electronic housings and machine covers and enclosures, recently turned to Devcon, a leader in the manufacture of maintenance, repair, and adhesive bonding technology.



Profile Plastics had been contacted by a customer in the amusement and gaming industry asking the company to design and manufacturer a vandal resistant enclosure for a tabletop video game. When Profile Plastics found that traditional methods for joining thermoformed plastics failed to generate enough strength, they contacted Devcon. Devcon suggested its Plastic Welder adhesive, a two-part methacrylate adhesive specially formulated to bond dissimilar substrates and provide high tensile strength.

Plastic Welder also offers one-step application and there is no surface preparation required. By using Devcon's adhesive, Profile Plastics was able to form a virtually impenetrable 3D casing to protect the video game's coin box from vandals.

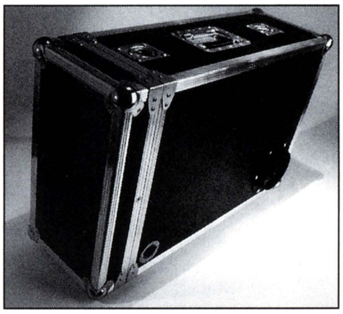
Another advantage to this durable adhesive is that it does not possess the potentially hazardous carcinogens inherent in many chemical solvents. Devcon is also able to color match the Plastic Welder adhesive for Profile Plastic's project.

For more information, contact Devcon, (508)777-1100; fax (508)774-0516.

ConfettiSTORM from TubeWORKS

TubeWORKS, a manufacturer of award winning special effects equipment, announces its second generation ConfettiSTORM with DMX remote operating capability.

ConfettiSTORM, notes TubeWORKS, is the first continuous blasting confetti launching system. Prior to this, it was only possible to launch one blast of confetti at a time using compressed air confetti cannons. ConfettiSTORM uses a 200+ mph air stream to deliver an inundating flurry of confetti over a 2,500-square-foot area. It can be used indoors and outdoors. It is a professional confetti launching system for large events, not for children's parties.

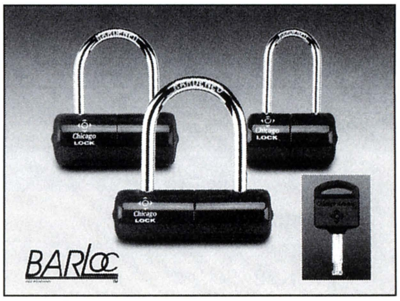


For more information, contact TubeWORKS, (800)952-2556 or (818)879-2386; fax (818)879-2388.

Chicago Lock's BarLOC

Chicago Lock is now offering the BarLOC, which the company said is "loaded with unique new features not found in the ordinary padlock." It features a state-of-the-art rotary disk tumbler mechanism with a front anti-drill plate and a hardened-steel body and shackle. Thieves and vandals will find it difficult to gain access through the BarLOC.

It is offered in three body sizes and three "easy-to-change" shackle lengths for each body size. A large plastic key handle provides ease of operation. Thousands of key combinations are available and the key may be inserted in either direction.



For more information, contact Chicago Lock, (800)445-3204; e-mail (chilock@execpc.com). ▲

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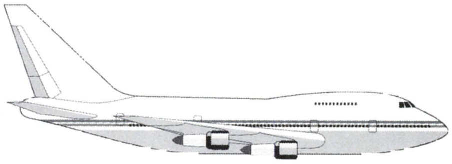

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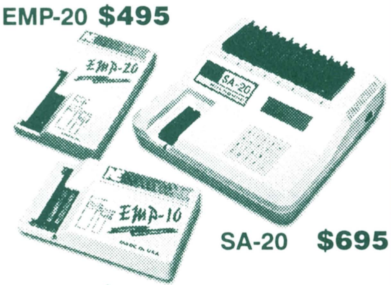

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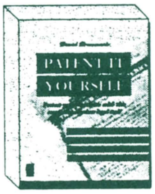

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2) For the first time ever, we offer a free CD ROM to be played on your computer with video footage from all the current coin op games! Another industry first, a sneak preview of the new Daytona USA part 2, captured on video so you can be one of the first to see this fantastic Sega game scheduled for release later this summer! And, brochures from some of the manufacturers on their new products.

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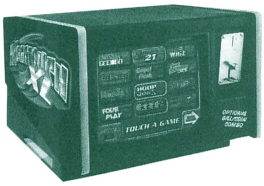

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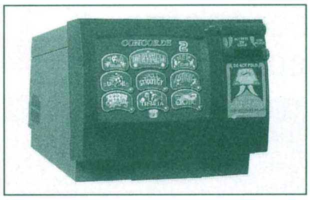

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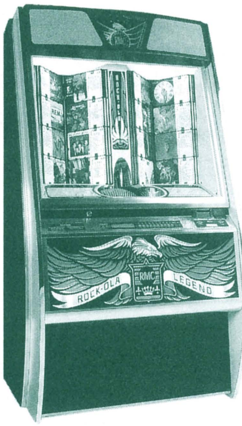

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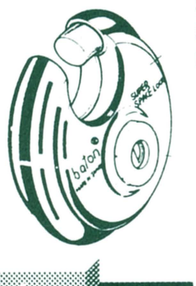

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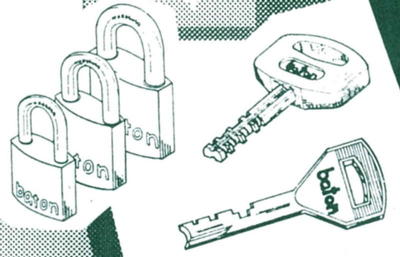

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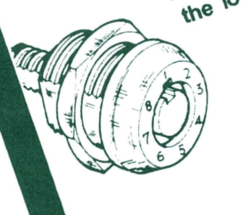

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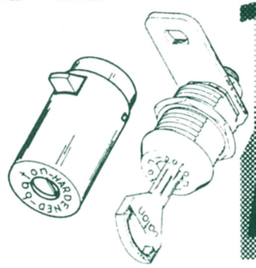

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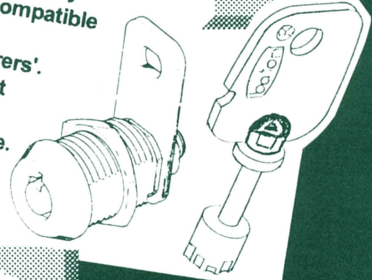

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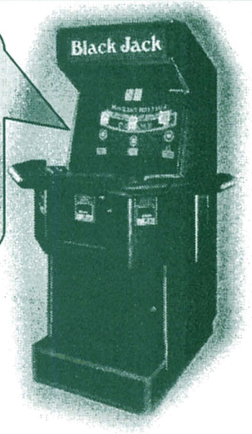

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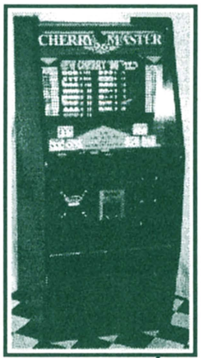

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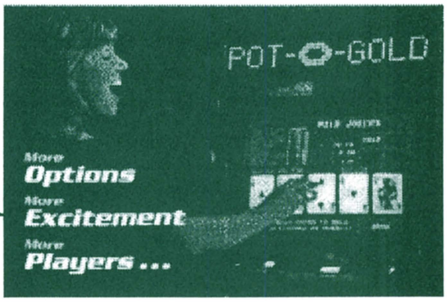

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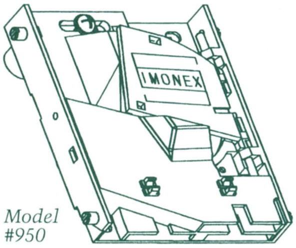

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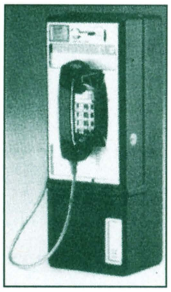

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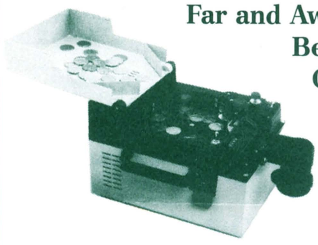

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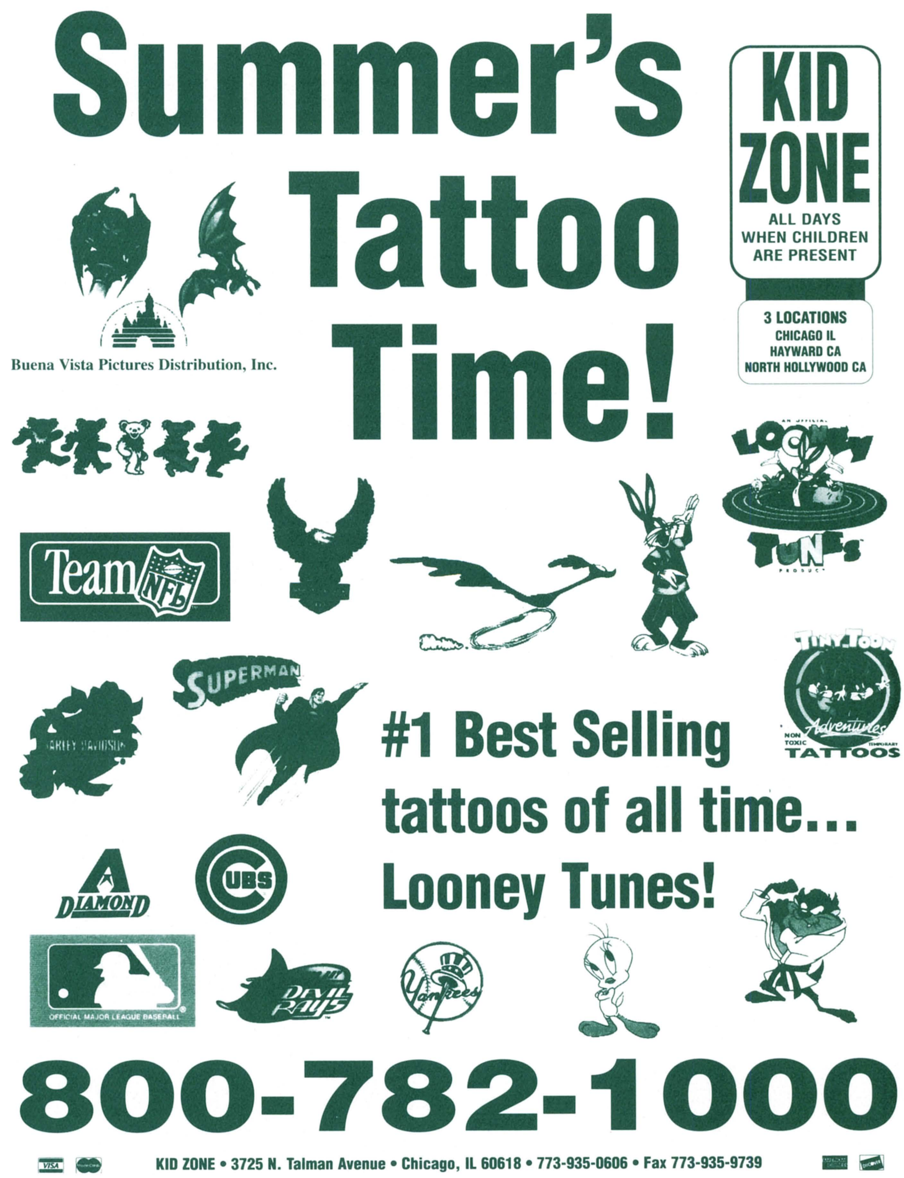
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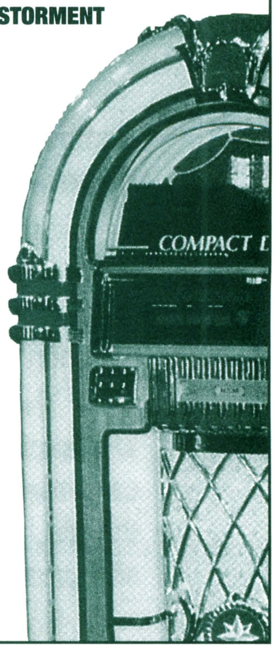

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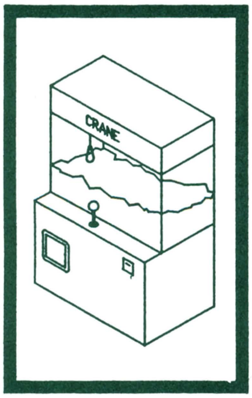
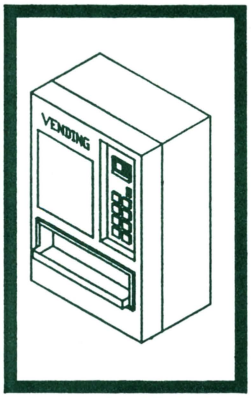
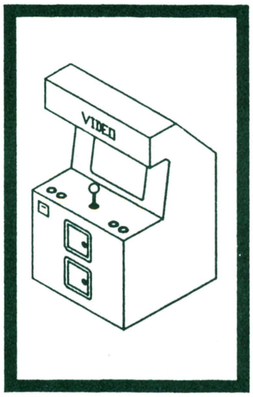


CRANE MACHINES



VENDING MACHINES



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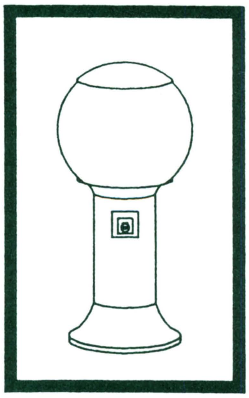

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19th
Des Moines, IA
University and E. 30th St.
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at 515-774-8424

26th
Columbus, OH
Buckeye Building
Ohio State Fairgrounds
17th Avenue & I-71
Cellular: 614-271-7626
At Reorder Tone Dial:
502-551-1866

26th
Kansas City, KS
Wyandotte Co. Fairgrounds
1405 North 98th Street
For information call
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at 515-774-8424

All Auctions Begin At 10:00 a.m. Local Time
(except as noted)

October

10th
Tampa, FL
Florida State Fairgrounds
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17th
Pennsauken, NJ
South Jersey Expo Center,
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Chicago, IL - Friday, October 23rd, 7:00 pm

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8th Annual Pinhead Collector's Auction in association with Pinball Expo '98.
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For Pinball Expo '98 attendance info. contact Rob Berk at 800-323-3547.

November

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14th
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21st
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Wyandotte Co. Fairgrounds
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28th
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- All auctions begin at 10 am local time, (except as noted).
- To consign games for sale: bring to the Auction site on the Friday before the auction between 9 am and 9 pm.
- Removal of all equipment by midnight day of sale.
- Inspection: day of sale 9-10 am.
- Please, no cigarette machines or candy machines older than two years.
- Phone numbers listed for auctions are for Friday and Saturday only.
- Contact Ric Stephen at 812-333-9939 for special hotel rates.

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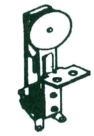

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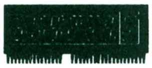
PREM.  **GOT.**

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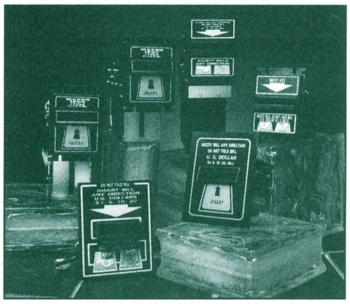

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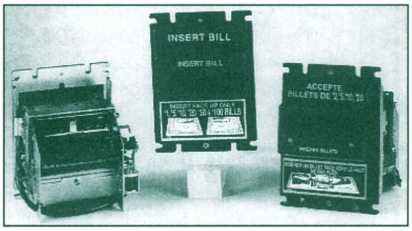

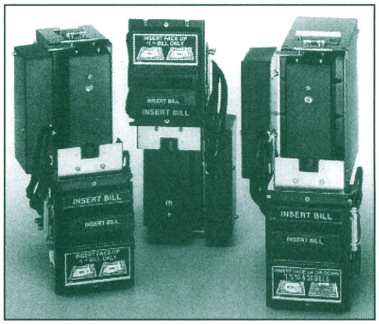

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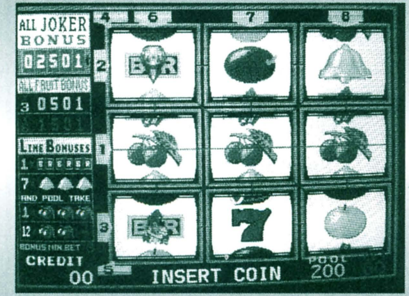

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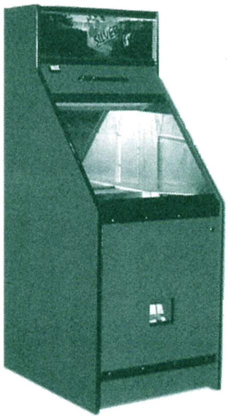

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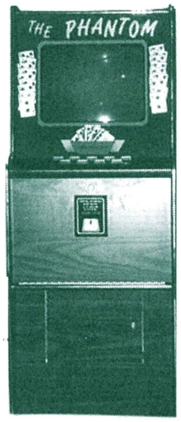

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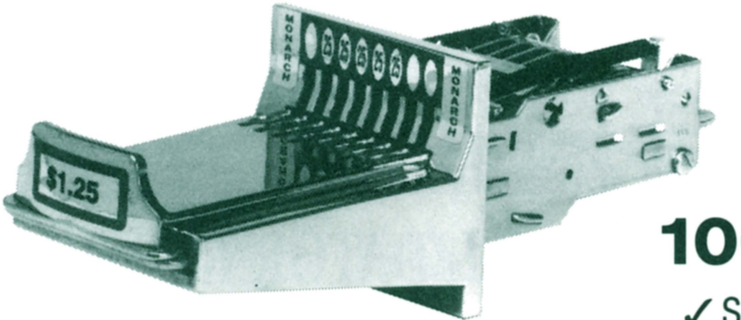

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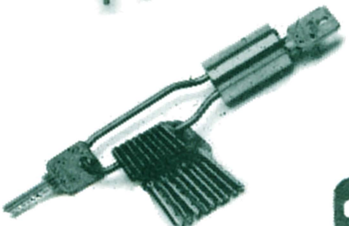

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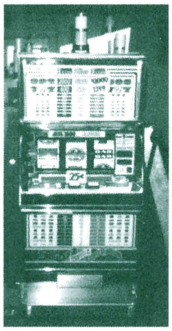

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2. How long have you owned your Raiden series game(s)?
1-12 months _____ *1-2 years* _____ *3 or more years* _____

3. Are you still operating your Raiden series game(s)? Yes _____ No _____

4. How many times have you rotated your Raiden games(s)?
Never _____ *1-2 times* _____ *More than 3* _____

5. How many of the Raiden series games are currently on the magazine charts? _____

6. What is the average weekly collection for the past five weeks of your Raiden series game?
$50-$100 _____ *$101-$150* _____ *$150+ per week* _____

7. Of all the Raiden series games that you bought, what percent do you still operate?
All _____ *More than 50%* _____ *Less than 50%* _____ *None* _____

8. Have you seen many used Raiden series games for sale at your authorized distributor?
Never _____ *Once* _____ *Couple of times* _____ *All the time* _____

9. Have you bought a Raiden Fighters 2 kit with the time release ships? *Yes* _____ *No* _____

Optional: Name: Phone:

Name of Company: Address:

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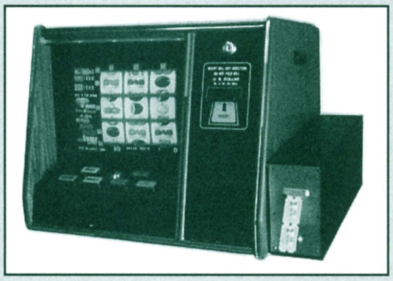

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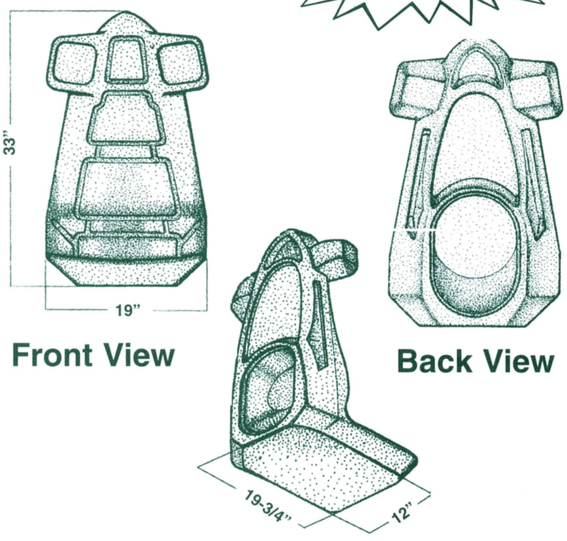

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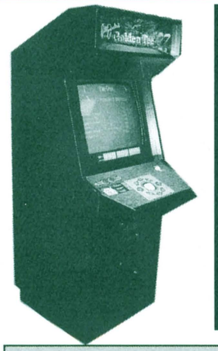

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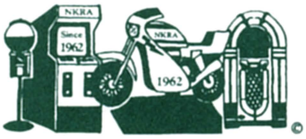

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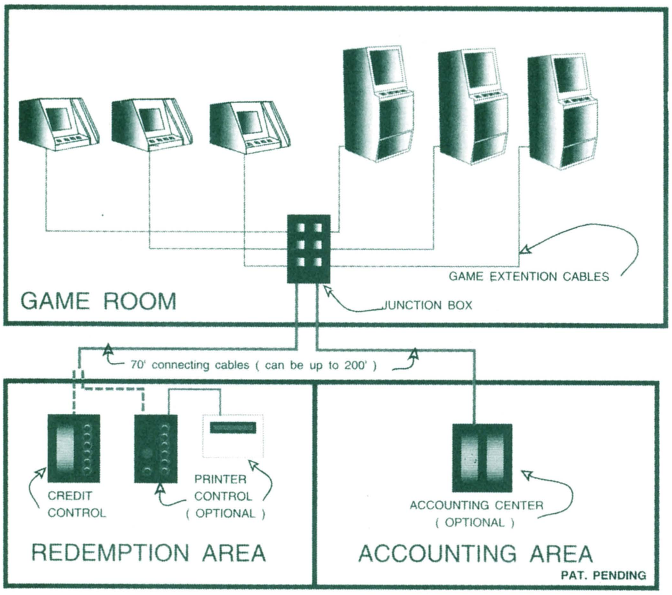
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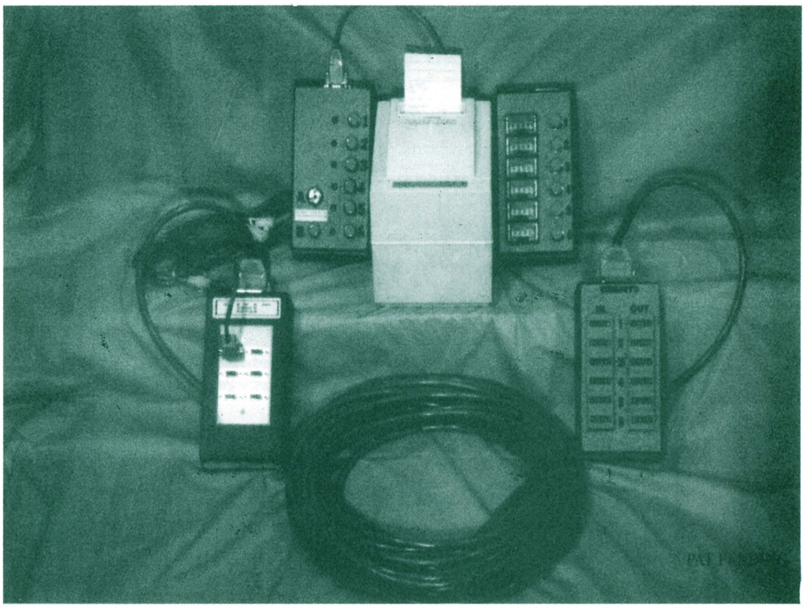

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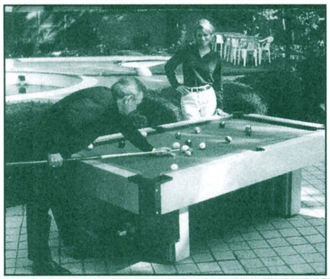

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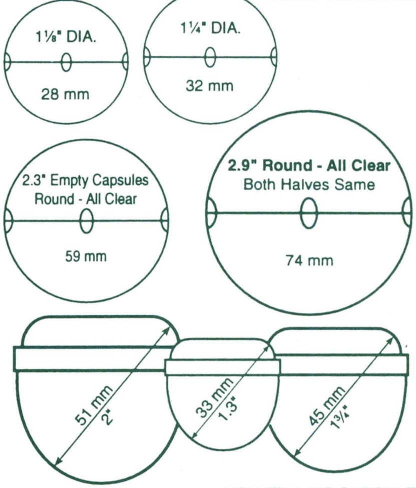
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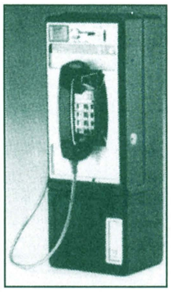

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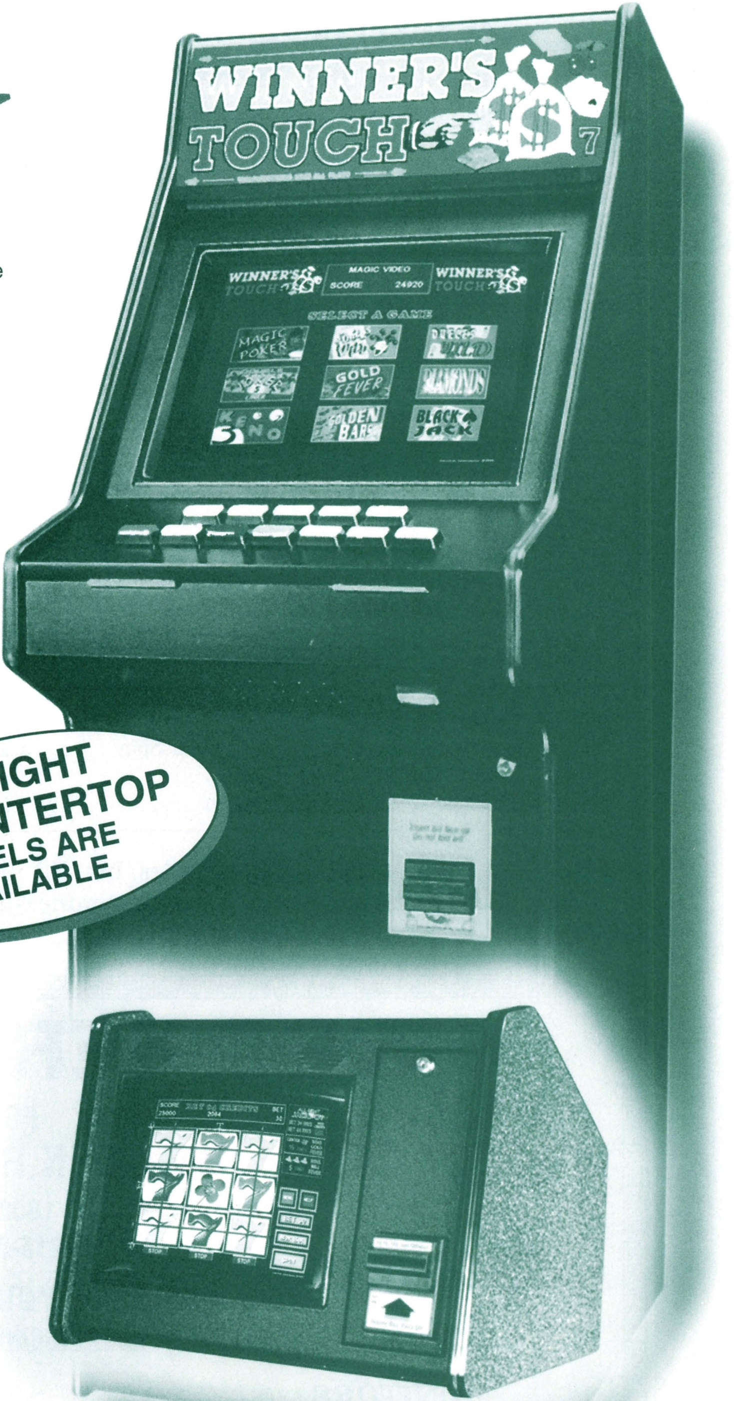
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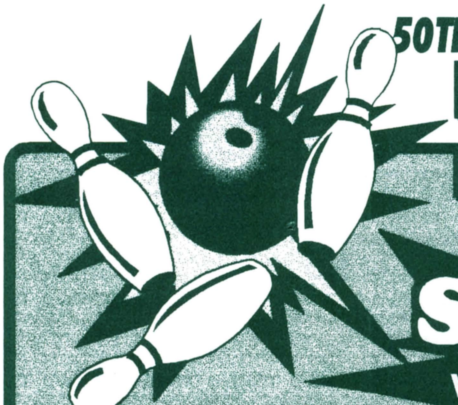

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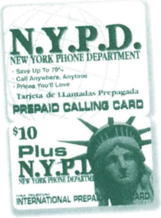
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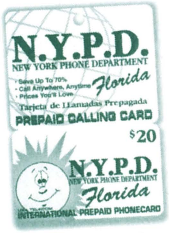
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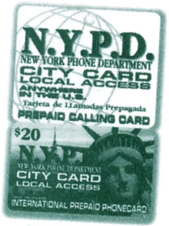
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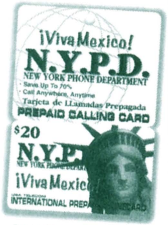
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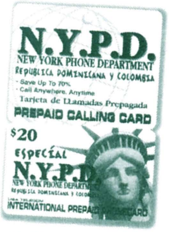
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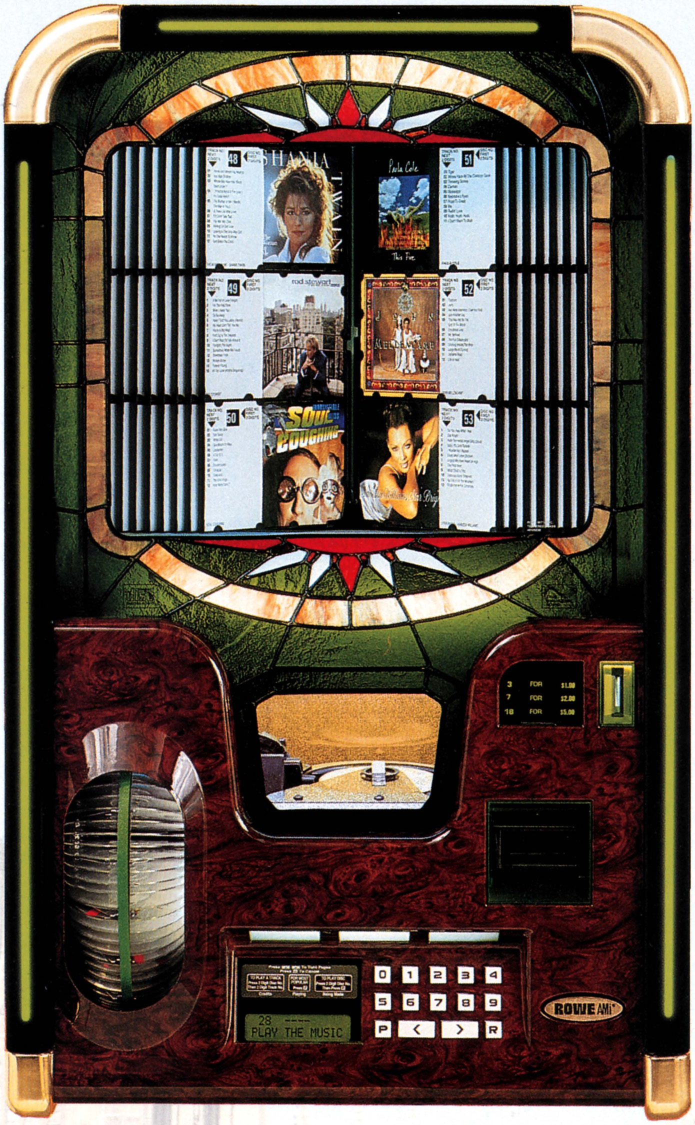
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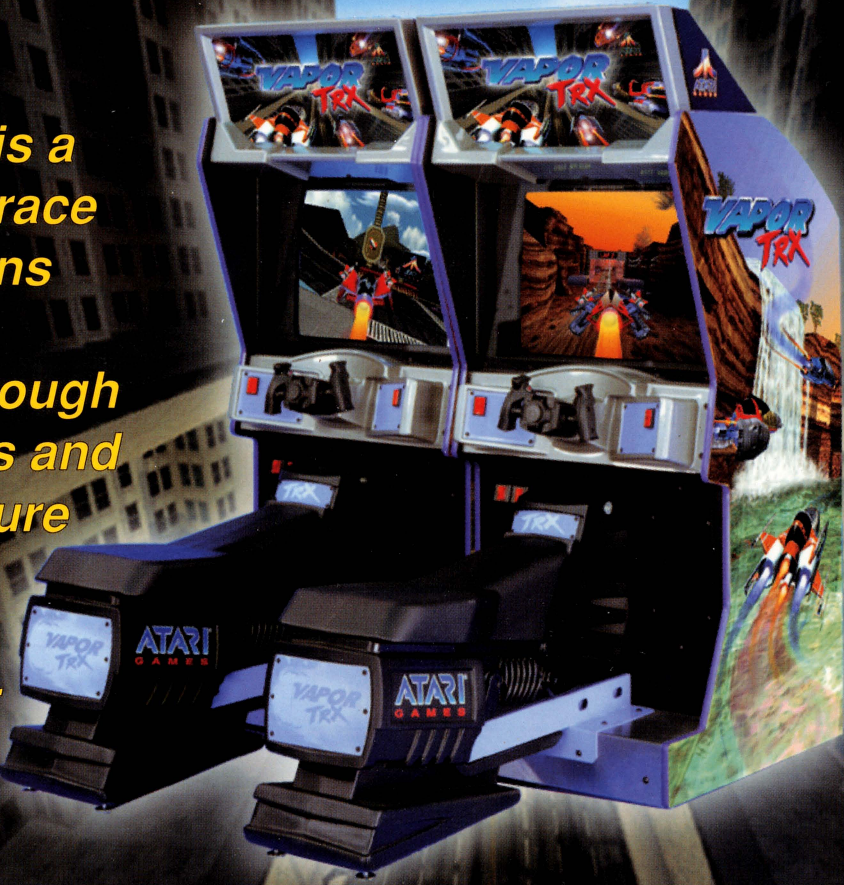

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